COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Sharing Economy	

Academic staff	Core academic unit(s)
Coordinating: Assoc. Prof. Dr Ilona Kiaušienė Other: Vaidilutė Kaminskienė	Vilnius University, Kaunas Faculty Institute of Social Sciences and Applied Informatics

Study cycle	Type of the course unit
First ☒ Second ☐	Compulsory Course ☐ Optional Course ☐ Course Unit (Module) of the General University Studies ☐ Course Unit (Module) of Individual Studies ☒ Interdisciplinary Studies Course Unit (Module) ☐

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face	Spring semester	Lithuanian

Requisites	
Prerequisites: Microeconomics, Macroeconomics, Management	Co-requisites (if relevant): None

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	48	82

Purpose of the course unit		
Students will acquire knowledge about the characteristics of the sharing economy, will be able to identify the features and dimensions of the sharing economy as a business model, will learn to distinguish between existing initiatives, recognizing their advantages and disadvantages, and will develop analytical skills to study, analyse, and evaluate the development of the sharing market.		
Learning outcomes of the course unit	**Teaching and learning methods**	**Assessment methods**
Will be able to plan stages of activity and set goals while analysing the sharing market and performing tasks.	Active learning methods (situation modelling, group discussion); research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Evaluation of reports and completed tasks.
Will be able to independently collect, summarise and analyse the information required to complete assignments, applying information technologies.	Traditional lecture, problem-based teaching, active learning methods (group discussion, task performance), research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Midterm assessment; exam; evaluation of reports and completed tasks.

Will be able to explain the functioning principles of sharing platforms by identifying the advantages and disadvantages of new business models.	Traditional lecture, problem-based teaching, active learning methods (group discussion, task performance), research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Midterm assessment; exam; evaluation of reports and completed tasks.
Will be able to independently collect, analyse and evaluate economic situations by presenting the features of the sharing economy as a new business model.	Traditional lecture, active learning methods (situation modelling, group discussion, task performance), research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Midterm assessment; exam; evaluation of reports and completed tasks.
Will be able to select and apply business innovations in order to increase organisational competitiveness.	Traditional lecture, active learning methods (situation modelling, group discussion, task performance), research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Midterm assessment; exam; evaluation of completed tasks.

Content	**Contact hours**							**Individual work: time and assignments**	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	**Contact hours, total**	**Individual work**	**Tasks for individual work**
Introduction to the course. Course objectives and intended learning outcomes, study and assessment methods, assessment strategy, deadlines and criteria, literature.	1						1		
The phenomenon of sharing in modern society. The concept of the sharing economy. The principles of the sharing economy.	2		2				4	4	Analysis and synthesis of literature on the topic (references 1, 2, 3, 6, 7).
The impact of digital technologies on sharing. Emergence of digital technologies. The role and opportunities of sharing economy platforms. Digital intermediation in the sharing economy.	3		2				5	6	Analysis and synthesis of literature on the topic (references 1, 4, 5, 10). Completion of assignments. Discussions.
Sharing economy as a business model. Comparison of sharing economy and traditional business models. Challenges in applying sharing economy models.	4		2				6	8	Analysis and synthesis of literature on the topic (references 1, 2, 6, 7, 10). Completion of assignments. Discussions.
Models of sharing economy platforms. Distinctive features and characteristics of sharing economy platforms. Specific	4		2				6	8	Analysis and synthesis of literature on the topic

features of coordinating sharing economy platforms.									(references 1, 2, 5, 6, 7, 10). Completion of assignments. Discussions.
Advantages and challenges of the sharing economy. Challenges posed by sharing platforms to existing companies. Adaptation strategies of traditional companies to the sharing economy.	2						2	4	Analysis and synthesis of literature on the topic (references 3, 5, 7, 10). Completion of assignments. Discussions.
The sharing economy in the context of sustainability. Links between the sharing economy and sustainable development. Positive and negative effects of the sharing economy on the environment.	4		2				6	8	Analysis and synthesis of literature on the topic (references 1, 4, 8, 9,10). Completion of assignments. Discussions.
Trust, satisfaction and reputation in the sharing economy. Factors determining user satisfaction. Systems of trust and reputation. Perceived consumer value and risk in the sharing economy.	4		2				6	8	Analysis and synthesis of literature on the topic (references 1, 2, 4, 5, 6, 10). Completion of assignments. Discussions.
Value creation in the sharing economy. The importance of the sharing economy in modern society. Factors influencing user engagement in sharing platforms.	2						2	4	Analysis and synthesis of literature on the topic (references 1, 2, 3, 6, 7, 8). Completion of assignments. Discussions.
The sharing economy and the labour market. New forms of employment. Regulation of the sharing economy. Legal regulation of business models based on the sharing economy. Legal challenges.	4		2				6	8	Analysis and synthesis of literature on the topic (references 1, 7). Completion of assignments.
Mapping the sectors of the sharing economy: trends, challenges and opportunities.	2		2				4	4	Analysis and synthesis of literature on the topic (references 1, 2. 3, 6, 7). Completion of assignments. Discussions.
Preparation for the midterm assessment								8	Independent study and review of the literature.
Preparation for the examination								12	Independent study and review of the literature.
Total	32		16				48	82	
Note: No more than 4 contact hours may be replaced by guest lectures delivered by social partners or educational visits to social partner organisations.									

Assessment strategy	Weight %	Deadline	Assessment criteria

Completion of tasks (collecting and systematizing information about the sharing market, preparing a case study, analysis and summarization, group discussions, preparing a presentation, etc.)	30%	At the scheduled time	Individual or group assignments. Assessment criteria: 10 points – questions fully answered, comprehensive knowledge demonstrated, supported by theoretical insights, critical evaluation shown, tasks completed correctly. 9 points – the essence of issues revealed, knowledge demonstrated, causes explained, tasks completed correctly. 8 points – relational knowledge and understanding demonstrated, main parts linked and integrated, tasks completed with minor mistakes. 7 points – multistructural knowledge demonstrated, focus on several key aspects though not fully connected, tasks completed with mistakes. 6 points – multistructural knowledge demonstrated but aspects not sufficiently related, tasks completed with mistakes. 5 points – unistructural knowledge demonstrated, answers limited to one aspect, factual listing, tasks with mistakes. 4–1 points – minimum requirements not met, incorrect or irrelevant facts used, questions answered incorrectly or not answered at all, tasks not completed. The use of generative AI models in performing assignments must be clearly indicated. Presentation assessment criteria: 1) clarity of analytical content; 2) quality of preparation (clarity, consistency); 3) quality of answers to audience questions (argumentation); 4) time management; 5) speaking quality (accuracy, fluency, comprehensibility). Final grade – arithmetic mean of completed tasks multiplied by 30%.
Midterm assessment	30%	At the scheduled time (weeks 7–8 of the semester)	Consists of 10–15 open and/or closed questions and/or one task (of varying difficulty, from comprehension to evaluation). Assessment: 10 – demonstrates excellent knowledge and skills, all answers correct (95–100% correct); 9 – demonstrates very good knowledge and skills, minor mistakes (85–94% correct); 8 – demonstrates good knowledge and skills, some mistakes (75–84% correct); 7 – demonstrates below-average knowledge and skills, essential mistakes (65–74% correct); 6 – meets minimum requirements, contains many mistakes (55–64% correct); 5 – minimum level, contains many mistakes (45–54%); 4–0 – does not meet minimum requirements, incorrect, insufficient, or irrelevant answers (below 44% correct). The number of points obtained is multiplied by 30%.
Exam	40%	On the scheduled examination date (during the examination session)	Consists of 15–20 open and/or closed questions and/or two tasks (of varying difficulty, from comprehension to evaluation). Assessment: 10 – demonstrates excellent knowledge and skills, all answers correct (95–100% correct); 9 – demonstrates very good knowledge and skills, minor mistakes (85–94% correct); 8 – demonstrates good knowledge and skills, some mistakes (75–84% correct); 7 – demonstrates below-average knowledge and skills, essential mistakes (65–74% correct); 6 – meets minimum requirements, contains many mistakes (55–64% correct); 5 – minimum level, contains many mistakes (45–54%); 4–0 – does not meet minimum requirements, incorrect, insufficient, or irrelevant answers (below 44% correct). The number of points obtained is multiplied by 40%.

REGARDING THE EXTERNAL EXAMINATION OF THE COURSE UNIT

Mark ☒				**If permitted, please provide the conditions**
Not permitted ☐	☐	Permitted ☒	☒	For students taking the course as external candidates: assignments account for 30% and must be submitted no later than two weeks

				before the agreed examination date; the examination accounts for 70% and is held on the agreed date.

REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI) TOOLS (SUCH AS "CHATGPT", ETC.) WHEN STUDYING THE COURSE UNIT

Mark ☒				If permitted, please provide the conditions
Not permitted ☐	☐	Permitted ☒	☒	Generative AI tools may be used only when the lecturer explicitly permits their use for a particular assignment. Otherwise, the assignment will not be assessed. When using GenAI tools, students must strictly comply with the citation requirements set out in the Guidelines for the Use of Artificial Intelligence at Vilnius University.

REGARDING ACADEMIC PROGRESS

A student who (1) **throughout the semester consistently** fails to demonstrate **progress in achieving the expected learning outcomes of a subject (module)** during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description, is not allowed to participate in the examination session.

Students may be assessed during the examination session only after completing the required interim assessments and assignments.

Interim assessments and the examination are graded on a scale from 1 to 10.

The course is passed only if each interim assessment and the examination receive a grade of at least 5.

Interim assessment results are published in the Virtual Learning Environment (https://emokymai.vu.lt/).

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
1. Pérez-Pérez, C., Benito-Osorio, D., García-Moreno, S. M., and Martínez-Fernández, A.	2021	Is Sharing a Better Alternative for the Planet? The Contribution of Sharing Economy to Sustainable Development Goals.	Sustainability, 13(4), 1843.	https://doi.org/10.3390/su13041843
2. Siuskaite, D., Pilinkiene, V., & Zvirdauskas, D.	2019	The Conceptualization of the Sharing Economy as a Business Model.	Engineering Economics, 30(3), 373–381.	http://dx.doi.org/10.5755/j01.ee.30.3.21253
3. Pérez-Pérez, C., Benito-Osorio, D., García-Moreno, S. M., and Martínez-Fernández, A.	2021	Is Sharing a Better Alternative for the Planet? The Contribution of Sharing Economy to Sustainable Development Goals.	Sustainability, 13(4), 1843.	https://doi.org/10.3390/su13041843
4. Pouri, M.J., and Hilty, L.M.	2018	Conceptualizing the Digital Sharing Economy in the Context of Sustainability.	Sustainability, 10, 4453.	https://doi.org/10.3390/su10124453
5. Moorhouse, M., & Cotte, J.	2026	The governance paradox: How sharing economy platforms redistribute risks for providers and consumers	Journal of Business Research, 216, Article 116391	https://doi.org/10.1016/j.jbusres.2026.116391
6. Rathnayake, I., Ochoa, J. J., Gu, N., Rameezdeen, R., Statsenko, L., & Sandhu, S.	2024	A critical review of the key aspects of sharing economy: A systematic literature review and research framework	Journal of Cleaner Production, 434, Article 140378	https://doi.org/10.1016/j.jclepro.2023.140378
Recommended reading				

7. Netter, S., Gjerdrum Pedersen, E. R., and Lüdeke-Freund, F.	2019	Sharing economy revisited: Towards a new framework for understanding sharing models.	Journal of Cleaner Production, 221, 224-233.	https://doi.org/10.1016/j.jclepro.2019.02.225
8. Karobliene, V., & Pilinkiene, V.	2021	The Sharing Economy in the Framework of Sustainable Development Goals: Case of European Union Countries.	Sustainability, 13, 8312.	https://doi.org/10.3390/su13158312
9. Khongkhoom, P., & Samanchuen, T.	2026	Developing a comprehensive and strategic sustainability framework for the evolving sharing economy.	Journal of Open Innovation: Technology, Market, and Complexity, 12(2), Article 100784	https://doi.org/10.1016/j.joitmc.2026.100784
10. Sutherland, W., & Jarrahi, M. H.	2018	The sharing economy and digital platforms: A review and research agenda.	International Journal of Information Management	https://doi.org/10.1016/j.ijinfomgt.2018.07.004