Dynamic Ride Sharing Service: Are Users Ready to Adopt it?

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Why did we select this research?

The sharing economy paradigm is slowly but surely changing the way in which people experience everyday life in many sectors. Transportation is not an exception.

Key findings:

- Technology getting an increasingly relevant role in everyday life. Seen as an overall good opportunity.
- Ride-sharing services must provide reliability: users are willing to keep using the service only if rides actually take place after the matching is proposed. That not being the case, they would leave the service and use traditional mobility options.

Reference:

Gargiulo, E., Giannantonio, R., Guercio, E., Borean, C., & Zenezini, G. (2015). Dynamic ride sharing service: are users ready to adopt it?. *Procedia Manufacturing*, *3*, 777-784. https://www.sciencedirect.com/science/article/pii/S2351978915003303.