

# Ride On! Mobility Business Models for the Sharing Economy

Last Modified on 06/18/2018 9:59 am EDT

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**Date published:** September 2014

## Why did we select this research?

This paper written by Boyd Cohen and Jan Kietzmann, discusses the existing shared mobility business models in order to uncover the optimal relationship between service providers and local governments to achieve the common objective of sustainable mobility.

## Key findings

The findings the pair have gathered show private or public models to be fraught with conflicts, and the authors point to a merit model as the most promising alignment of the strengths of agents and principals.

## Reference

Cohen, B., & Kietzmann, J. (2014). Ride on! Mobility business models for the sharing economy. *Organization & Environment*, 27(3), 279-296. Retrieved from: <http://journals.sagepub.com/doi/abs/10.1177/1086026614546199>

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