

Research on Development Model of Sharing Economy under the Background of Internet+

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Keywords: Sharing economy; Internet+;

Abstract: Internet technology provides a good platform and background for the development of sharing economy. The sharing economy in the internet era has achieved great success with rapid scale growth, strong exemplary function and low using cost. This paper argues that under the background of “internet+”, the sharing economy should give full play to the internal impetus of big data, strengthen cooperation with the traditional economy and perfect legal supervision to find out the suitable way of development.

1. Introduction

With the popularity of mobile internet technology and the rapid development of intelligent mobile phone in the ordinary consumers, sharing economy as a new business model began to emerge and rapid development, based on the "Internet plus" operation modes. The sharing economy was first seen in the field of transportation in our country. The early drop taxi and fast taxi were representative enterprises. In recent years, many shared platforms have springing up, and their business fields are also rapidly infiltrated from the initial shared traffic to housing leasing, network lending, public financing, knowledge sharing, and catering, express delivery and so on. The essence of the sharing economy is the sharing of idle goods and surplus production capacity. Economic transformation and industrial structure optimization are of great significance. While the sharing economy relies on the continuous growth of Internet technology, people begin to think about the economic significance behind the sharing, and the value of the use of various social resources has also been promoted. Many Internet companies offer people to share or rent goods. Under the impetus of information technology, the wave of sharing economy has arrived. At present, our country's economic growth is weak and the growth rate is slowing down. The management level has repeatedly put forward that China's economy is gradually entering the middle and high-speed growth from high speed growth. The primary task of the new normal is economic transformation and industrial structure optimization and upgrading, and the economic growth of our country should be transformed from elements and investment driven to innovation driven type. The sharing economy is an innovative business model. The emergence and development of sharing economy provides new ideas for the economic transformation and industrial structure optimization in the new normal state and has found new support points for the sustained and high-speed growth of China's economy.

2. Development Characteristics of Sharing Economy under the Background of Internet+

2.1 Rapid Scale Growth.

In recent years, the share economy has developed rapidly in China, and the number and scale of the related enterprises have been increasing rapidly. In 2017, there are 70 million Sharing Economy service providers in China. More than 400 million people used all kinds of living services provided by the shared economic platform, and more than 600 million people participated in the sharing economy. The emergence of sharing economy is only a few years, but its development speed is much faster than that of traditional industries. The transformation of the mode of Sharing Economic Services provides a platform for people with idle resources. At the same time, the development of large data and cloud

computing provides a technical background. With the continuous development and improvement of the platform, the shared economic field is widening, and it has infiltrated into all walks of life. The sharing economy has also changed the traditional way of employment at the same time and has changed the whole employment market with flexible employment opportunities, and the elasticity coefficient of employment is obviously higher than that of the traditional industry. People can participate in sharing activities according to their interests, skills, time and other resources, and are flexible in their employment as self-employed workers. The employment contribution to the economy, such as transportation, housing accommodation and life services, is outstanding. On the economic level, the traditional economic model under the new normal economy has higher transaction costs and low market efficiency because of the efficiency, the labor force and the series of industries and industries. Ownership of possession is not the most important value of the value. Through the Internet platform, people do not need to buy products to enjoy the value of the use of products and reduce the frequency of excessive consumption. The sharing economy has a large advantage in terms of low cost, high efficiency and high flexibility. In the transaction process, the transaction object is often idle resources. Both sides of the supply and demand can gain greater benefits in the transaction process, and the scale of the economy can expand rapidly through the control of the mature online platform.

2.2 Strong Exemplary Function.

The leading role of sharing transportation is obvious. Sharing traffic is the leading enterprise sharing the economic model in our country. The establishment of dripping and fast taxi is the symbol of the formal appearance of the sharing economy in our country. After that, many enterprises have appeared in the field of traffic travel, but the scale and popularity are like not more than two enterprises, and the business model is also developed from the original taxi to the special car and the wind. Car, drive and other modes. As the leading field of China's sharing economy, the development of shared transportation has gone through many stages of competition and oligopoly, and then to the current strategic integration. The development process of shared traffic and the regulation measures of various local governments have played an important exemplary role in the development and supervision of other industries in China. The sharing economy has fully borrowed the mobile Internet platform and shared all kinds of goods, services and data among different subjects. This economic model has been sought after by many people. Mobile communication technology is the core link of the successful operation of sharing economy. On this basis, the right to use goods and ownership can be separated. With the help of the third-party payment technology, the payment mode of the sharing economy is more convenient and flexible. We should also clearly see that the sharing economy still needs to be standardized in the field of transportation. Nowadays, the hottest shared bicycles in major cities are constantly being damaged by malicious damage, illegal parking and hand in hand, and there are various social moral problems in the sharing economy in other fields. The credit system of each industry is lagging and the social credit is poor, which leads to the rising cost of the shared economic transaction, which makes both parties concerned worry about the moral hazard of the transaction, and the mode of sharing the economy is difficult to be further promoted. From the traffic to the housing rental, knowledge and skills and capital sharing, the sharing idea has been deeply rooted in the hearts of the people. At the same time, the online industry is developing rapidly, and all kinds of shared applications are emerging.

2.3 Low Using Cost.

The time of sharing the economy is advocated by leasing instead of buying. People's idle goods can continue to circulate in the market through two transactions, giving full play to their intrinsic use value. By sharing the service, people only need to pay the funds of a resource to get the right to use the resources within a specified period. When the lease time expires, the resources are idle and the others can rent it in the same way. It not only saves the cost of the purchase of new items, but also improves the resources itself. Finally, the efficient utilization of limited social resources will benefit the green and sustainable development of the economy and society. The value of the commodity lies in its scarcity and irreplaceable. Under the shared economic model, the supply side can spread the scarcity

of its products or services faster and more widely through shared platform, to obtain higher risk discount and achieve its maximum profit. Compared with the traditional model. The middle part of the sharing economy is the sharing platform, the sharing platform and the supply and demand parties do not have any attachment and constraint relations. The network company is a technology company, without too much human and material cost. The small and fine intermediate can make the supply and demand side use the minimum cost to match and reduce the cost of money. The third-party platform speeds up the matching process by constantly improving technology, and further reduces the time cost of both sides. For the supplier, no longer employed in the fixed company to reduce the cost of management, and the idle resources can be effectively used. By putting idle resources into the market, the supply of the market can be increased and the equilibrium price can be reduced. For the demand side, the increase in supply makes the market price decline, thus directly reducing the cost of using products or services.

3. Development Model of Sharing Economy under the Background of Internet+

3.1 Model of Internal Impetus.

Customer experience evaluation is the key to word-of-mouth marketing. For example, call the car business, user evaluation indicators are: timely and punctual, the driver's service attitude, whether the car is clean and neat. Through the data survey of consumer behavior, we investigate the age, social class, occupational structure, consumption characteristics, living habits and travel rules of consumers. It provides more precise services based on the precise research of users. The interconnection of data is the key to make good use of massive data. The government should suggest that the data coordinate and open, the data exchange and share, the standard and mechanism of data sharing and opening are set up, the data is open to the outside world, the potential value of the data mining is guided by the enterprise, and the innovation of the business and application mode is explored to form a mature and perfect resource. A shared economic business mode that enjoys gradual access to channels. In the operation process of sharing economy, users can match and adjust the price dynamically by large data technology to provide users with higher quality experience and reduce transaction costs. The increase of the number of users and the number of transactions will continue to improve the large data system as a by-product of the sharing economy, and both promote each other. This new business model determines that the incumbent has more market and consumer information than the new entrants, and the competitiveness is far greater than the new entrants. The incumbent gradually forms a monopoly position by its continuous improvement of large data advantages and can monopolize with its large data advantage during competition with the new entrants. And malicious manipulation of the market, eventually forming trade barriers. The sharing platform of large companies has a large scale of databases. These databases include many important data such as consumer preference information, commodity price information and resident habits information in a region and even the whole country. It plays an important role in national macroeconomic regulation and control, combating commercial crimes and formulating public policies.

3.2 Model of Win-win Cooperation.

In view of the conflict between the sharing economy and the traditional economy, the boycott is not a wise choice. Win-win cooperation is the best situation for both sides. As the traditional industry is a mature economic system, the maturity and stability of its development plus the huge number of users, combined with the new ideas brought by the Internet, will inject new vitality into the economy to a certain extent, open up sales channels and achieve the effect of win-win cooperation. For example, the hotel giant Marriott group cooperates with the space sharing company and regards its space sharing platform as another marketing channel, and rents the idle conference room resources on the platform to the entrepreneurs, and eventually wins the mutual benefit. Drawing lessons from the cooperation between foreign shared enterprises and Marriott group is enough to show that the cooperation between the sharing economy and the traditional economy is beneficial to both sides. Because of the rapid development of the sharing economy in recent years, the policies of many local

governments on its supervision and legalization are still being formulated. During the uncertain period of the policy, the sharing economy evaded the duties and responsibilities of the traditional business tax and social security, and formed unfair competition and some illegal elements between the traditional enterprises and the traditional enterprises. Even in the blank period of supervision, illegal and illegal activities have appeared, and the economic practitioners share a certain impact on the interests of traditional economic practitioners, which have caused many social problems in the world. Learn from the relevant industry practitioners and understand the operation process of the sharing economy. Only by accurately grasping its operation process can we distinguish the specific business models in the sharing economy in order to standardize its development more efficiently. Only by decentralization, administrative management will not restrict the development of sharing economy, and too many restrictions will transfer entrepreneurs to other areas.

3.3 Model of External Supervision.

The traditional mode of supervision is based on the traditional economic model. For the sharing economy, the traditional management mode should be broken and the supervision of the shared economic platform should be strengthened. We should establish a scientific and reasonable system of platform responsibility, perfect the self-discipline supervision mechanism of the platform, establish the system of individual or enterprise admittance, credit rating system and compulsory insurance system in the sharing platform to achieve a fair, impartial, safe and reliable supervision goal. In the sharing economy, the government is not only the empowerment created by the network platform, but also the safeguard of the interests of the network people. The government should set up a new regulatory department to strictly control the industry access mechanism and reject the shared businesses that are not qualified and have low credit ratings. Finally, the power sharing platform and the government regulators open cooperation supervision, and use the large data collected by them to improve the legal supervision and realize the rapid development of the sharing economy. The government should accelerate the introduction of the construction of third party credit evaluation parties, supervise enterprises and individuals through third party credit evaluation and other services to evaluate their credit and combine the government's credit index data and share the economic platform to reduce the credit risk. With the development of sharing economy, credit is one of the key factors to ensure the healthy development of sharing economy. The government departments should cultivate third party credit evaluation institutions to collect credit conditions through various legal channels to form a shared economic credit platform for all parties, and to ensure that the risk of transaction is reduced. As China's sharing economy is a new form of business, it is still in its infancy, so the regulatory part should give more support and help to the shared economic organization of legal compliance. The supervision and management departments should carry out the differential supervision and management measures, grasp the degree of good, encourage innovation and moderate supervision to complement each other, and jointly boost the healthy development of the economy.

4. Conclusion

Every economic model needs to undergo the development process from emergence to maturity. Information technology in the internet era has provided a solid platform for the development of sharing economy from quantitative change to qualitative change. The sharing economy can change our future life. Only through policy regulation can the government fully guide the vitality of the sharing economy and promote the healthy and vigorous development of the new economic model.

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