

Research Article

O2O Perspective Based Simulation Model Analysis of Sharing Economy Business Model

Fang Qin 

School of Accounting and Finance, Xi'an Peihua University, Xi'an, 710125 Shaanxi, China

Correspondence should be addressed to Fang Qin; qinfang@peihua.edu.cn

Received 18 January 2022; Revised 23 February 2022; Accepted 4 March 2022; Published 16 April 2022

Academic Editor: Chia-Huei Wu

Copyright © 2022 Fang Qin. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

The sharing economy will become the most important force in the social service industry. In the fields of accommodation, transportation, education services, life services and tourism, excellent sharing economy companies continue to emerge: from pet boarding sharing, parking space sharing to expert sharing, community service sharing and tour guide sharing, and even WiFi sharing for strong mobile Internet needs. New models emerge one after another, integrating offline resources on the supply side and continuously providing users with a better experience on the demand side. The purpose of this study is to discuss some practical problems, solutions and development prospects of the development model of the sharing economy from the perspective of new technology revolution. In this paper take the sharing economy business model as the main line of research based on O2O perspective, and borrowed business model value network related knowledge combined with innovative factors in the O2O perspective, building a simulation model by using system dynamics to analysis. On this basis, discussing and analysis the sharing economy business model through specific cases. Specifically, this paper adopts a research method combining theoretical research method, literature review method and modeling and simulation model analysis method. This paper adopts a research method that combines theoretical research methods, literature review methods, and modeling and simulation model analysis methods. The theoretical research method is to analyze and discuss its theory, the literature review method is to introduce the reference, and the simulation model analysis method is to build a model to simulate and test it. Through the research of this paper, we find the rapid development of new technologies in today, the sharing economy provides a new way of thinking for the innovative development of the economy, which is a brand new business model about exchange economy, value sharing and social network sharing. This economic model can fully explore the potential market space and recover wealth, making full use of idle assets and creating new market space. At the same time, the business model of sharing economy also brings challenges to the traditional business model, causing the traditional business model to have to make transformation and upgrading to meet the needs of the market, and even causing the traditional business model to gradually fade out of people's sight until disappearing. Grand development of the new Internet technology gives shared economic in O2O perspective a great development opportunities, O2O pushes the news of offline stores to Internet users through promotions, discounts, information provision, service reservations, etc., so as to convert them into their own offline customers, which is especially suitable for goods and services that must be consumed in stores, such as Catering, fitness, movies and performances, beauty salons, photography and department stores, in addition to restaurants launching online commerce, there are also a number of booking websites and applications focusing on individual or group travel, etc.it uses the heat of the Internet to drive the heat of the commercial trade, let trendy internet as a online platform for traditional business transaction, which compose the value model of shared economy, and brought vigor and vitality for the dismal business trade.

1. Introduction

The sharing economy, sometimes called Collaborative Economy or Collaborative Consumption, was first proposed by Joan Spence and Marcus Felson of the University of Illinois

in 1978. In the development of human society for thousands of years, "sharing" seems to have been limited in between friends or loved ones, but with the development of the era, especially the great development of global technology boom, "Shared economy" are only limitation of traditional barriers

between relatives and friends, are beginning to form between each participant in the economy society. Sharing is becoming a kind of everyone involved in the commercial economy, more and more people have access to a variety of Shared economic and social products of sharing, sharing a bike, sharing the umbrella, Shared charging treasure, sharing and sharing apartments, etc. Products are legion, they are the most intuitive case sharing economic model [1]. As for the business model of sharing economy, O2O (Online To Offline) is an example of a huge development space that integrates Online cloud and Offline stores organically in the Internet space. O2O model is the development the main rely on the strength of the rapid development of Internet technology and the network application of disruptive innovation, which provides the Shared economic activities more powerful technical support, under this condition, the pattern of economic development and consumer spending patterns are experiencing great changes, is from past confined to between friends and relatives to the current global economic subject can participate in the change of the [2]. Today's economic and social main body most people have a Shared experience of the participants in the economy, perhaps we have used bike Shared, perhaps we used to share charging treasure, or maybe we have to a Shared bus and so on, in short with the rapid development of Internet technology and global economic development mode transformation and upgrading, the business model is more and more near to us.

Marcos felson, an American scholar, firstly mentioned the concept of consumption synergy in a paper published in 1978, which was also the prototype of the sharing economy. Collaborative consumption has a significant positive impact on sustainability perception; sustainability perception has a significant positive impact on user sustainable consumption behavior, and sustainability perception plays a complete role between collaborative consumption and user sustainable consumption behavior. Mediating role; platform reputation plays a positive moderating role between sustainability perception and users' sustainable consumption behavior. In this paper, marcos phil sunni main research is the sharing and rental car, but because of the limitation of social background at that time, the imagination as Uber company operating until 2009 to get practice, sharing economy this consumption concept also gradually spread, since then many scholars began to look into the research of this field, foreign scholars for Shared economic research has mainly focused on the sharing of economic theory research and sharing business model case studies. The term collaborative consumption first came from an article published by British market consultant Ray Algar in April 2007, with the title "Collaborative Consumption". He wrote: "Collaborative consumption will become a global phenomenon, with consumers bartering and exchanging services on websites ... and pooling their money on websites to jointly own expensive assets such as luxury cars, luxury homes and planes, also known as partial All." The economic model of collaborative consumption is also known as "ZipCar capitalism," a term coined by journalist Bruce Nussbaum in 2008. ZipCar is a car club organization founded in 2000, and its members

jointly own and use the car [3]. And domestic research on this model for Shared economy significantly later than abroad for many years, the domestic for Shared economic research was started in 1990, there were scholars mentioned the concept of Shared economy once in a while, but not coupled with business model, but also in the transformation of economic system due to domestic development, the domestic level of science and technology, the development of information technology such as comprehensive factors determines when the concept of Shared economy in China have a significant impact. With the gradual maturity of China's Internet technology, didi take a taxi and bike-sharing were the first to start trial operation in big cities, and the research and exploration on sharing economy began immediately. Through reading these studies, I found that domestic research on sharing economy is mostly based on foreign research. Domestic research mainly focuses on three aspects: first, research on sharing economy theory; second, research on sharing economy theory. Second, the case study and summary of the sharing economy; Third, research on the problems encountered in the development of the sharing economic model [4].

By sorting out the research status of the business model of sharing economy at home and abroad, it can be found that the domestic and foreign scholars' research on the business model of sharing economy mainly focuses on the theoretical interpretation of its definition. In the aspect of practical research, practice leads the morbid theoretical research. Even if there are real cases of practice leading, there is still a lack of research on the general model of sharing economy, especially in foreign countries [5]. In China, although many scholars have analyzed the practical problems in the operation of the sharing economy, they have to admit that up to now, there is still a lack of initiative spirit to break out of existing practices and open up new practices, which is also a current situation led by practices [6]. In a word, the definition of the Shared economy business model in the existing studies has been interpreted a lot, and it can achieve the integration agreement on the definition of the Shared economy from the perspective of profit and from the perspective of the overall axiology. But the domestic and foreign scholars are still in the form of descriptive research is given priority to, and a description of the serious lack of practicality, especially the innovative practical description, using the empirical analysis of the research is very rare case, but also for the Internet of things with the O2O perspective with basic research has not been determined direction, most scholars did not spell out of the existing practice, not from the business model based on this category to a wide range of O2O perspective with the Internet of things platform to study [4, 7]. For Shared economic research still exist in car sharing scope is small, the sample data statistics method is not rigorous and limitations of a larger study obstacle, lack of deep thinking, it's hard to do the combination of theory and innovation practice, and therefore difficult to reflect the economic business model belongs to the creative economy the essence attribute [8-10]. In view of the above for a review of current research at home and abroad, the diversity of business models and

innovative combination of Shared economy essential attribute, this paper will combine specific case explore the constituent elements of Shared economic model, USES the method of system dynamics analysis will share economy and combined with concrete practice case, the understanding of problems in system dynamics is based on the close interdependence between system behavior and internal mechanisms, and is obtained through the process of establishing and manipulating mathematical models, and gradually discovering the cause and effect relationships that produce changes, the system dynamics is called structure, through the scientific model of practice pattern of a more precise definition, and promote the development of innovative Shared economic prospects, evaluated for each component, adopt the method of literature review, theoretical research method and the establishment of simulation model method and exploration on the method of combining the Shared secret.

The innovation of this paper lies in the analysis and discussion of O2O sharing economy with pioneering thinking, and discusses some practical problems, solutions and development prospects of the development model of sharing economy.

2. Overview of Business Models of Sharing Economy

2.1. Overview of Core Concepts

2.1.1. O2O (Online to Offline). The full name of O2O is Online To Offline. In terms of the definition of O2O, relevant scholars generally agree that it is a business marketing mode, and some scholars call it "Offline business mode". The concept of O2O originated in the United States and is part of the B2C model. The payment method of B2C e-commerce is a combination of cash on delivery and online payment, and most companies choose logistics outsourcing for distribution to save operating costs. With the change of user consumption habits and the promotion of the demonstration effect of excellent enterprises, the number of online shopping users continues to grow. It is an information providing technology that integrates Internet technology with business opportunities. It takes the Internet as its platform for commodity sales through offline and online communication and interaction. The core of O2O is the service provided by online service providers. Therefore, the network technology platform is the most important component of O2O e-commerce platform. The construction of information-based e-commerce platform is also the inevitable trend of the development of the information age. Fight in life, we are all aware of the O2O business model mainly includes the tickets, hotel, movie, such as booking service, and each big electric business platform discount information, etc., they tend to serve ads to Internet users for propaganda, after the user receives this kind of advertising, inspire some potential customer's consumption enthusiasm, thus to the Internet under the guidance of entity shop to buy the products or services. Before Internet + was widely used, O2O models we were exposed to were generally focused on group

TABLE 1: Comparison of success rate of taxi-hailing methods.

Table of taxi success rate comparison		
Take a taxi way	Time consuming	Success rate
The side of the road by taxi	Within 15 minutes	73%
Uber car booking	Within 20 minutes	35%

TABLE 2: Comparison table of empty driving rate.

Table of travel empty ratio comparison	
Mode of travel	Unloaded ratio
Traditional taxi	43%
Uber travel	18%

purchase. In the O2O model, platform service providers summarize and summarize the information of customers' wishes and business transactions, aiming to better realize functions such as index. Under normal circumstances, sellers who publish information through O2O platforms will introduce their products in detail, so that buyers can have a better understanding of the basic characteristics of the products or services before consumption and decide whether to consume or not. After consumption, buyers can often elaborate their opinions or satisfaction evaluation in the consumption process on O2O platforms, so as to encourage sellers to provide better products or services. At present, the O2O marketing model increasingly occupies a large proportion of the market share. Therefore, businesses pay more and more attention to the premium of their brands, and constantly improve the interoperability between O2O platforms and consumers in order to get more economic benefits.

2.1.2. Sharing Economy. From the current academic research, there is no unified definition of sharing economy. Before writing this article, I combine the relevant research literature, found that the current understanding of Shared economy one of the most common is the transaction cost theory, the transaction cost theory was proposed by Coase (R.H., 1937), the Nobel Prize winner in economics. The fundamental argument of the transaction cost theory is to explain the essence of the enterprise. Due to the professional division of labor and the operation of the market price function in the economic system, the phenomenon of professional division of labor occurs; however, the cost of using the market price function is relatively high, and the enterprise mechanism is formed, which is an organization formed by human beings pursuing economic efficiency, its value lies in having a service or goods, between the owner and the potential consumers can through the Internet for a certain time range trading at affordable cost to create a matching data, so as to finish again and again to consumer service of online to offline. Therefore, this paper believes that the sharing economy can be regarded as a business model based on the sharing of group resources, which enables potential consumers to enjoy the services or products provided by sellers on the Internet according to their own needs through the

TABLE 3: Uber travel financing process since 2014.

Time	Rounds	Amount	Investor
July 2014	A wheel	8 million dollars	Trumpchi
December 2014	B wheel	6.5 million dollars	Citic real estate
April 2015	C round	1.3 million dollars	China post bank
November 2015	D round	300 million dollars	Country garden
July 2016	E wheel	570 million dollars	Tencent
October 2016	F wheel	4 million dollars	Foxconn technology
September 2017	G wheel	1 billion dollars	Agricultural bank of China 、 Sinopec
February 2018	Strategic investment	3.7 billion dollars	Sina
December 2018	Strategic investment	15 million dollars	Beijing automotive
March 2019	Strategic investment	350 million dollars	China life insurance
May 2019	Strategic investment	6.8 billion dollars	Alibaba 、 apple 、 Tencent

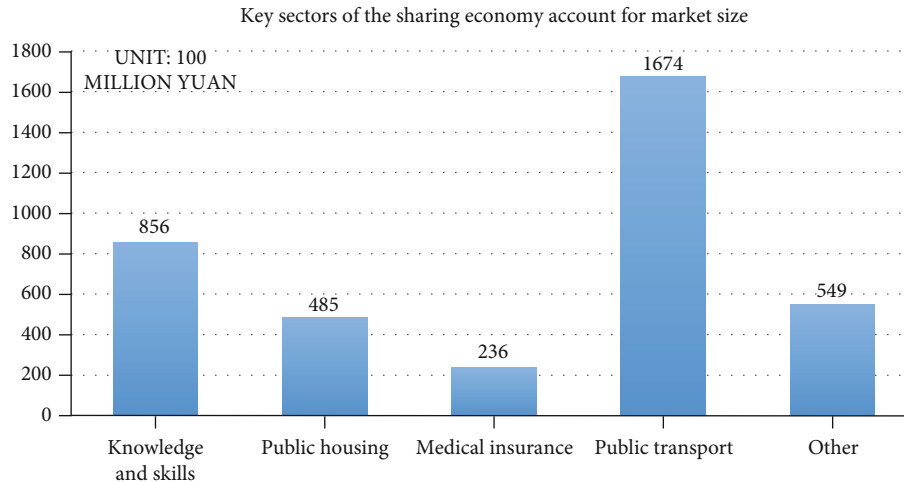


FIGURE 1: Statistical chart of market size of key sectors of sharing economy.

principle of reciprocal economic exchange and collaborative consumption system. To some extent, it can be seen that the sharing economy is composed of goods, transportation, services, space, capital and other types. Shared economic model is a for-profit, will share the economy from theory to reality, in the process of trading, the owner of the goods or services tend to want to right to the use of potential customers with short, and the value of this turnaround mode is that in this mode, the power of the consumer follow one's inclinations choose the right products are better protection. Sharing economy is also a process of gradual disintermediated, consumers use the underused resources via the Internet, and reduced the demand for this type of resource ownership, and after the completion of a consumer can also interact through the Internet platform and evaluation, and even with other potential customers to establish a direct communication and dialogue, and help to make decision whether to consume it. In addition, the Shared economy also has the advantages of high efficiency and low cost, before sharing economic pattern, there are a lot of deals because of the high transaction costs or too complicated steps and be nipped in the bud, sharing economy, information exchange platform

contributed to businesses and consumers demand information exchange, which makes the buyer when there is demand can not find the seller, or the seller has a service or product and neglected phenomenon has become the past. Imagine that if didi chuxing did not exist in our lives, we might still be unable to get a taxi even though there are many cars with spare seats in our society. Therefore, the sharing economy plays a key role in breaking the information asymmetry.

2.1.3. Sharing Economy Business Model. To study the business model under the sharing economy, we first need to clarify the definition, content and model of the general business model. On this basis, we can better study the specific sharing economy business model, and further understand, analyze and design the sharing economy business model. Therefore, this paper first defines the structural scope of business models, and then summarizes the business model innovation canvas under the sharing economy on the basis of analyzing and summarizing the literature research on business models, and distinguishes different types of business models. As is known to all, the rapid development of Internet technology has brought unprecedented pressure and challenges

to traditional corporate marketing, and the operation of enterprises has become complex and diverse. Under this background, more and more people are attracted by the emerging business perspective, thus carrying out a series of research and exploration. The breakthrough for traditional enterprises to reform their business marketing mode lies in the transformation and upgrading of e-commerce. O2O platform for consumers to obtain the basic consumption demand is through this Shared economic business model, this model using the Internet technology will spare resources in the region together with the social demand, using the function of data analysis of mobile terminal equipment to help more need to find your demand service, this way may be to advertise, background master user search, random recommended push information to consumers. This sharing economy business model has the attributes of interactivity, diversity and authenticity, which shows the powerful vitality of sharing economy combined with O2O model. From the perspective of core business behavior, it is a process from traditional product-oriented to customer-oriented. From the perspective of profit model, it is a process of value construction by using network system; From the perspective of customer relationship, it is the transformation process of the cooperation mode of network community formed by user groups with specific relationships; From the perspective of marketing and promotion channels, it CARES more about user experience than profit.

2.2. Driving Factors of Sharing Economy Business Model

2.2.1. *Development of Information Technology.* Firstly, the development of O2O sharing economy requires an interactive platform led by technological innovation to ensure that the interests of all parties can be guaranteed, and at the same time, correct value guidance for consumers in need and supervision and management of practitioners are carried out.

2.2.2. *Plenty of Idle Resources Exist.* The primary basis for the survival of the sharing economy is the existence of large amounts of idle resources. People because of excessive consumption often lead to some is not in the circulation of resources exist in the society, especially in the densely populated area this phenomenon more obvious, when people after more consumer behavior, will often find that there are too many idle resources to deal with, it must inspire spare resources between the development of the exchange or leasing mode, they have created a Shared economic resource base.

2.2.3. *Social Needs.* After the advent of the information age, everyone is eager to get a larger circle of social friends. Compared with traditional social tools, the Internet obviously has higher efficiency, saves social costs, and more importantly, enjoys better social experience.

2.2.4. *The Regulatory Mechanism Has Been Gradually Improved.* Sharing economy is the transaction of the right to use goods, not the change of ownership. Only when buyers and sellers have a reliable platform together can it

Statistical chart of financing scale in various fields of sharing economy

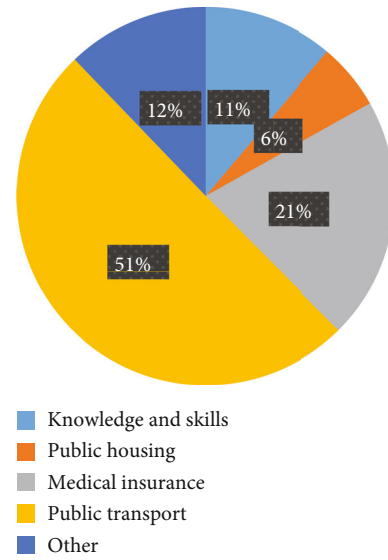


FIGURE 2: Statistical chart of financing scale in various fields of sharing economy.

seem more beneficial to complete the transaction. Without relevant systems or platform guarantees, these economic sharing behaviors are bound to be difficult.

The sharing economy includes four aspects: information technology, idle resources, social needs and regulatory systems. Generally speaking, the four complement each other and are indispensable. Therefore, each is very important. Social needs are the foundation, information technology is the support, and idle resources are the support. Auxiliary, the regulatory system is the guarantee.

2.3. *Profit Model of Sharing Economy.* Generally speaking, the way of making profits is the way of making profits. Most of the traditional profit ways of enterprises rely on the capital inflow generated by customers' direct visits to physical stores for consumption activities. After deducting the necessary costs, the traditional income of enterprises is the profit way. With the continuous development of the Internet and the continuous progress of science and technology, the diversified collaborative sharing of resources greatly reduces the cost of service exchanges, making zero marginal cost more and more realistic. Economic profit sharing way become not rely on the traditional pattern of customers, but to rely on a service charge of trading commissions, information, value-added surcharge in big data, such as profit, the cost is mainly used in the maintenance of the system, the r&d of new technology and workers to pay the necessary spending these levels [11].

The profit mode of the sharing economy has a strong uniqueness, which is mainly manifested in the following characteristics: first, each transaction on the sharing economy trading platform has a certain percentage of commission, which is either unilateral or bilateral. Second, value-added advertising revenue on its platform also accounted for a higher share of revenue. Finally, there is advertising

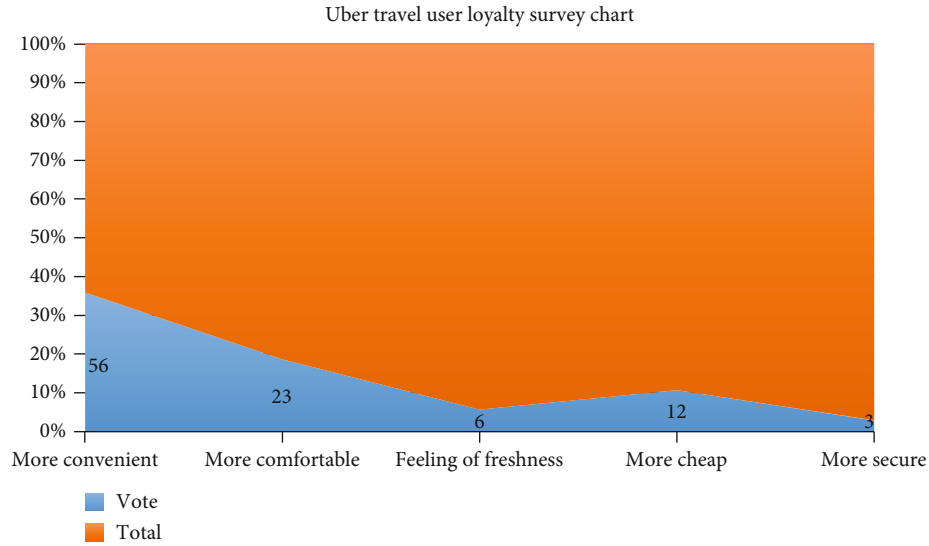


FIGURE 3: Uber travel user loyalty survey statistics.

revenue, which is a revenue that can only be collected after software platform is inserted and broadcast. At present, although China’s sharing economy has strong development revenue space, there is still no strong exploratory means in the existing profit model, which needs to be further explored.

3. Uber Travel Case Analysis

3.1. Driving Factors for Uber’s Travel Development

3.1.1. *Travel Difficulties Are Becoming Increasingly Prominent.* With the increasing number of motor vehicles, congestion is a common problem in the development of Chinese cities, which seriously reduces the speed of urban travel. According to relevant data, during the rush hour, the average travel speed of motor vehicles in China is 18KM/H, which obviously does not meet the requirements of urban travel. Moreover, this kind of congestion also increases the travel cost of people, resulting in the average annual travel cost of 10,235 yuan. Obviously, these problems are difficult to be completely solved in a short time, and the existence of these problems objectively promotes the rapid development of Uber travel. Under the condition of not increasing the number of vehicles, Uber makes smart use of empty seats in the car through O2O platform, and makes reasonable scheduling of traditional traffic resources. The success rate questionnaire of citizens’ travel by taxi is shown in Table 1 below. Uber travel optimizes the allocation of in-car seat resources, reduces the waste of resources, and greatly improves people’s travel efficiency. The comparison between Uber travel and traditional taxi travel empty driving rate is shown in Table 2 below.

3.1.2. *Strong Capital Chain Support.* By June 30, 2019, Uber travel has had 11 large-scale financing processes since 2014, and the latest financing reached 6.8 billion us dollars, breaking the highest financing record in the industry again. The

financing process of Uber since 2014 is shown in Table 3. Uber travel is undoubtedly a leader in the development of the sharing economy industry. It is still in the early stage of development and still needs a lot of follow-up funds to provide financial support for its development. There is no doubt that these rounds of financing provide security for its future capital chain and will contribute to the stability and development of its enterprises.

3.1.3. *New Policies Help.* In recent years, due to environmental pressure, the government has made great efforts to control motor vehicle pollution. Government has clearly put forward to encourage sharing transportation involved in the transportation process of reform, the move is very proactive, it not only encourage the technical problems related technical breakthrough, also injected power for the continuous improvement of environment, it will not only bring a reform in the field of travel, especially to further explore urban intelligent traffic.

3.2. Uber Travel Profit Model

3.2.1. *Cooperation Commission.* Commission is the most basic profit point of Uber travel. After each order is completed, Uber travel will take 12% of the payment of passengers for software usage fee and information service fee. Because of the huge number of orders, this profit point is also the most important source of revenue for Uber to travel.

3.2.2. *Advertising Revenue.* The income is mainly occurred in the occupied stable market share in the market before, normally, strong instance of O2O enterprises with a large number of customer resources, thus has potential advertising receiving object, then, tend to have other companies pay the cost of certain advertising consultation to advertise on the home page.

3.2.3. *Capital Operation.* After Uber collects the ride fee paid by customers to drivers, drivers cannot withdraw it

immediately, so the money will be controlled by Uber in a short time, which will be used for advertising investment to gain a larger market share or investment and financial management to obtain more profits.

4. Uber Travel Mode Analysis and Sharing Economy Business Model Development Strategy

4.1. Market Size. Market transactions can intuitively reflect the industry's market share, the size of the market share of the industry development momentum is also an important reference indexes, as shown in Figure 1, in terms of market transactions, the transportation sector accounts for sharing economic market into a third, and health care, public facilities and housing for a significantly smaller proportion.

From the objective perspective, share the development of the economy to get more healthy development must rely on the coordinated development of various industry, not only to the prosperity of a certain industry at the expense of other industry development opportunities, the government shall formulate policies to encourage Shared economic integration and rapid development of other industry track, should also actively learn from experience in related industry, so that we can get faster development.

4.2. Financing Scale. There is no doubt that the amount of capital directly determines the development space of an enterprise, and the size of financing directly reflects the external prediction of the prospect of an industry. Meanwhile, the adequacy of capital is also the driving force for the continuous development of an industry. The statistical chart of financing scale in various fields of the sharing economy is shown in Figure 2. Among them, the transportation industry occupies the top position, and the total financing volume is more than half of the total financing volume of all industries.

According to the data above, if the government does not strengthen macro-control, the excessive flow of capital from the sharing economy to the transportation sector is likely to continue to increase, while the equally important public housing sector can hardly attract investment, which is not conducive to the healthy development of the sharing economy. Therefore, in order to avoid the blindness of capital, it is necessary to introduce corresponding policies to strengthen the control of capital flow in Shared economy.

4.3. Risk Control. As a representative enterprise of the sharing economy industry, Uber travel still has many uncertainties in the security of the development and utilization of private cars. Therefore, it is worth investigating whether passengers have the so-called "loyalty" to Uber platform. The author randomly surveyed 100 Uber users, and the survey results are shown in Figure 3. This shows that most users choose Uber because of its strong convenience. Some customers think that Uber's travel comfort is higher than that of taxi, while some customers think that Uber's travel safety is higher than that of traditional taxi due to its price.



FIGURE 4: Schematic diagram of online and offline integrated sales mode.

Such survey results not only reflect the safety risks of the sharing economy in the transportation industry, but also other industries are bound to have similar safety risks. Therefore, it is particularly important to improve the legal meaning of participants in the sharing economy. In addition, in view of the low cost of breaking laws, it is necessary to increase the intensity of punishment to form the social consciousness that breaking laws will be severely punished.

4.4. Development Mode. The marketing method of Uber travel mainly relies on online rebate, which is almost the marketing method used by all practitioners in the sharing economy. Moreover, it is evolving into a naked money burning war with no obvious advantages, and it will have long-lasting adverse effects on maintaining the long-term healthy development of enterprises. Therefore, practitioners in the sharing economy should not only take online marketing as the only revenue channel, but also try to develop a sales path that integrates online and offline sales forces, so as to better occupy a high position in the incentive market competition. Online and offline integrated sales model is shown in Figure 4 (picture from <http://www.baidu.com>).

4.5. Service System. High-quality market services are crucial factors affecting the development prospects of any enterprise. As participants in the sharing economy are built on the basis of Internet platforms, the quality of services has a more important impact on the industry. Practitioners in the sharing economy must strengthen their self-cultivation and strive to improve their service level, so as to benefit themselves more. The concept of model service image in O2O model is shown in Figure 5 (picture from <http://www.baidu.com>).

Other sharing cases, such as Xiaozhu short-term rental, p2p short-term rental, and China's Airbnb, the sharing mechanism is to register and submit one's own spare room (which can be a sofa, apartment, single room, whole room,



FIGURE 5: Concept map of model service image in O2O mode.

etc.) online and set the price. Users can book a transaction when they find your house through the platform. Xiaozhu is currently the largest homestay short-term rental booking platform in China. Currently, there is a mobile APP, which can be viewed and booked directly on the mobile phone.

5. Conclusion

In this paper, starting from the social environment of Shared economy, give full consideration to the development of the Internet technology for the human the opportunities brought about by the business model, through the literature review method, theoretical research method and the establishment of simulation model method to analyze the current sharing economic strategic policies and the pros and cons of existing patterns, in combination with the practical conditions of O2O each participation main body development tendency and main goal, sharing the future economic development way is analyzed. This paper also combines the actual conditions of the specific sharing economic society, through the value network theory and system dynamics analysis methods to analyze the enterprise's annual report and operational database to verify the Shared economic model of the actual economic benefits, thus combining the new thinking and related to the interests of all parties concerned, to build the innovative Shared economic rules of the business model.

As the sharing economy rises with the great development of the Internet, there is no definite definition of the sharing economy concept or systematic analysis method of the sharing economy business model in previous studies. Therefore, the experience that this paper can draw on is very limited. Based on this, this paper mainly has the following innovative points: first, this paper tries to carry out the business model research of sharing economy from the perspective of O2O. Second, in this paper, based on value network thought in the process of creating, based on the existing Internet platform for various forms of Shared economy presents the organic integration, create a Shared economic value network model based on O2O perspective and the construction of business model, and put forward several kinds of typical Internet platform promotion, marketing and profitable strategy; Third, this paper perfectly integrates the system dynamics into the research of the business model of the

sharing economy, and takes the innovative achievements in the field of automobile as the theoretical basis and theoretical practice object of the research, thus verifying the rigor and usefulness of the theory proposed in this paper.

This paper holds that the sharing economy from the O2O perspective, as the latest form of cooperative economic model, will be able to change the traditional economic model step by step, and finally redistribute the wealth and benefits under the fair market competition and macro-control. In this process, traditional enterprises should seize the opportunity to learn more about the efficient operation of the sharing economy, which will certainly help them improve their productivity and profits. At the same time, it is necessary to find a balance between online and offline business channels so as to give more space for the development of the sharing economy.

Data Availability

Data Availability No data were used to support this study.

Conflicts of Interest

The author declares that they have no conflicts of interest.

References

- [1] J. Hamari, M. Sjöklint, and A. Ukkonen, "The sharing economy: Why people participate in collaborative consumption," *Journal of the Association for Information Science & Technology*, vol. 67, no. 9, pp. 2047–2059, 2016.
- [2] M. A. Cusumano, "How traditional firms must compete in the sharing economy," *Communications of the ACM*, vol. 58, no. 1, pp. 32–34, 2015.
- [3] B. Edelman, M. Luca, and D. Svirsky, "Racial discrimination in the sharing economy: evidence from a field experiment," *American Economic Journal Applied Economics*, vol. 9, no. 2, pp. 1–22, 2017.
- [4] D. Rauch and D. Schleicher, "Like Uber, but for local governmental policy: the future of local regulation of the sharing economy," *Social Science Electronic Publishing*, vol. 58, no. 2, pp. 613–627, 2015.
- [5] F. Forno and R. Garibaldi, "Sharing economy in travel and tourism: the case of home-swapping in Italy," *Journal of Quality Assurance in Hospitality & Tourism*, vol. 16, no. 2, pp. 202–220, 2015.
- [6] K. Frenken, "Political economies and environmental futures for the sharing economy," *Philosophical Transactions*, vol. 375, no. 2095, p. 20160367, 2017.
- [7] J. B. Schor, C. Fitzmaurice, L. B. Carfagna, W. Attwood-Charles, and E. D. Poteat, "Paradoxes of openness and distinction in the sharing economy," *Poetics*, vol. 54, no. 7, pp. 66–81, 2016.
- [8] M. Möhlmann, "Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again," *Journal of Consumer Behaviour*, vol. 14, no. 3, pp. 193–207, 2015.
- [9] W. Kathan, K. Matzler, and V. Veider, "The sharing economy: Your business model's friend or foe?," *Business Horizons*, vol. 59, no. 6, pp. 663–672, 2016.

- [10] H. Hamidi and M. Jahanshahifard, "The role of the internet of things in the improvement and expansion of business," *Journal of Organizational and End User Computing*, vol. 30, no. 3, pp. 24–44, 2018.
- [11] T. Grubljesic, P. S. Coelho, and J. Jaklic, "The shift to socio-organizational drivers of business intelligence and analytics acceptance," *Journal of Organizational and End User Computing*, vol. 31, no. 2, pp. 37–64, 2019.