Innovative Practices and Challenge Responses in Corporate Economic Management under the Sharing Economy Model

Jiang Xiaowei

Hubei Polytechnic University, Hubei Huangshi 430023, China

Abstract: This paper systematically explores the impact, innovative practices, challenges, and countermeasures of the sharing economy model on corporate economic management. It begins with an overview of the sharing economy, defining its core concepts, characteristics, and global and domestic development trends. It then analyzes how the sharing economy influences corporate strategic management, operational management, and financial management—such as altering strategic positioning, optimizing resource allocation, and transforming cost structures. The study highlights innovative practices across management domains, including building sharing economy-oriented strategies, intelligent platform operations, and financial technology applications, illustrated by cases like DiDi Chuxing. It also identifies key challenges, such as incomplete legal frameworks, intense market competition, and data security issues, and proposes targeted strategies, including compliance management, differentiated competition, and enhanced technical R&D. While acknowledging limitations in case scope and research depth, the paper outlines future research directions, emphasizing interdisciplinary approaches, empirical studies, and emerging technology trends to advance understanding of corporate management in the sharing economy era.

Keywords: Sharing economy; Corporate economic management; Strategic innovation; Operational optimization; Financial technology; Challenges and countermeasures

1 Introduction

1.1 Research Background and Significance

1.1.1 The Rise of the Sharing Economy and Its Impact on Corporate Economic Management

In recent years, with the rapid development of Internet technology and the extensive application of technologies such as big data, the Internet of Things, and artificial intelligence, the sharing economy model has emerged and thrived globally at an unprecedented speed. From shared bicycles and cars to shared office spaces and accommodations, the sharing economy is penetrating into all areas of the social economy at an unprecedented pace. Relying on Internet platforms, the sharing economy realizes the efficient allocation of idle resources and the temporary transfer of the right to use. It has not only changed people's consumption habits and lifestyles but also had a profound impact on the economic management models of traditional enterprises. Under the sharing economy model, significant changes have taken place in enterprises' resource acquisition methods, production organization forms, market competition patterns, and value creation models. Traditional economic management concepts and methods face enormous challenges, and enterprises must actively explore innovative economic management models to adapt to the new market environment.

1.1.2 The Importance of Innovation and Challenge Response in Corporate Economic Management under the Sharing Economy Model

Facing the opportunities and challenges brought by the sharing economy, innovation and challenge response in corporate economic management are particularly important. On the one hand, innovative economic management models can help enterprises make better use of the advantages of the sharing economy, optimize resource allocation, reduce operating costs, improve operational efficiency, enhance market competitiveness, and thus achieve sustainable development. On the other hand, actively responding to the challenges faced by corporate economic management under the sharing economy model helps enterprises avoid potential risks, protect their legitimate rights and interests, maintain market order, and promote the interaction between the sharing economy and enterprise development. Therefore, in-depth research on the innovative practices and challenge response strategies of corporate economic management under the sharing economy model has important theoretical and practical significance.

1.2 Research Objectives and Methods

1.2.1 Problems to be Solved by the Research

This research aims to deeply analyze the impact mechanism of the sharing economy model on corporate economic management, summarize the innovative practice experiences of enterprises in strategic management, operational management, financial management, and other aspects, systematically sort out various challenges faced by corporate economic management, and propose practical and feasible response strategies. It provides theoretical guidance and practical references for enterprises to realize the transformation and upgrading of economic management models in the sharing economy era, helping enterprises better adapt to the development trend of the sharing economy and improve their economic management level and comprehensive competitiveness.

1.2.2 Research Methods

This research mainly adopts the following methods: First, the literature research method. By extensively reviewing relevant

domestic and foreign literature, this method combs through the research status and theoretical achievements of the sharing economy and corporate economic management, laying a solid theoretical foundation for the research. Second, the case - analysis method. Representative sharing economy enterprise cases are selected for in-depth analysis of their innovative practices, challenges faced, and response strategies in economic management, summarizing experiences and lessons. Third, the method of induction and deduction. Based on the analysis of a large number of cases and literature, this method summarizes the general laws and common problems of corporate economic management under the sharing economy model, and through deductive reasoning, proposes targeted innovative practice paths and challenge response strategies.

2 Overview of the Sharing Economy Model

2.1 Concepts and Characteristics of the Sharing Economy

2.1.1 Definition of the Sharing Economy

The sharing economy, also known as the sharing - type economy or collaborative consumption, had its embryonic form as early as 1978. At that time, an American professor proposed the concept of "collaborative consumption", that is, people can jointly consume an item without necessarily owning its ownership (Wang Ning, 2017). Broadly speaking, the sharing economy is based on the separation of ownership and the right to use, allowing more people to use the property without the owner transferring the ownership (Botsman & Rogers, 2010). At the current stage, the sharing economy mainly refers to a new economic form that uses network information technology and relies on Internet platforms to optimize the allocation of dispersed resources, thereby improving resource utilization efficiency (National Development and Reform Commission, 2019). Simply put, the sharing economy matches idle resources (such as items, spaces, skills, etc.) with demanders through Internet platforms, achieving efficient resource utilization and reducing resource waste (Cheng Hua, 2016).

2.1.2 Main Characteristics of the Sharing Economy

Resource Sharing: The most prominent feature of the sharing economy is resource sharing. Under this model, people do not need to fully own items. Sharing can meet their needs, which greatly reduces resource waste and individual economic burdens (Gansky, 2010). For example, Uber and Airbnb provide users with convenient travel and accommodation services by sharing cars and houses, respectively, making full use of idle vehicle and housing resources.

Platform Intermediation: The sharing economy usually relies on centralized platforms to connect resource providers and demanders. The platform not only provides a trading place but also undertakes functions such as transaction matching, payment processing, and credit evaluation (Schor & Fitzmaurice, 2015). For instance, Didi Chuxing connects drivers and passengers through its platform to share travel services. The platform conducts credit ratings based on the transaction data of both parties to ensure transaction security and service quality.

Open Participation: The sharing economy model has a high degree of open participation. Anyone can become a resource provider or user, which greatly lowers the market access threshold and stimulates market vitality (Hamari, Sjöklint & Ukkonen, 2016). For example, in the shared office space Wework, both start - ups

and freelancers can rent office spaces on demand and make full use of shared resources for their businesses.

Flexible Use: Users can flexibly choose the time and method of resource use according to their own needs. This flexibility caters to modern people's pursuit of immediacy and personalization (Belk, 2014). For example, with Mobike, users can borrow and park bicycles anytime and anywhere, effectively solving the "last - mile" problem of urban travel, which is convenient and fast.

Low Cost: Through sharing, the efficiency of resource use is improved, reducing the use cost of individual users. At the same time, the scale effect of the platform economy also reduces operating costs (Shaheen & Cohen, 2019). Generally, shared car services are more cost - effective than traditional car rental services, and consumers can obtain travel services at a lower price.

2.2 Development Status and Trends of the Sharing Economy Model

2.2.1 Development Scale and Sector Distribution of the Sharing Economy Globally and in China

Globally, the sharing economy is developing rapidly. In 2025, the global sharing economy scale is expected to approach \$3 trillion. China leads the world with a scale of 4.8 trillion yuan, with an average annual growth rate of 10.02%, continuously reshaping the global consumption landscape (Xiaozhou Shuoge Maoqiu, 2025). Digital platforms of the sharing economy have widely penetrated into 12 major sectors, including transportation, accommodation, and finance. For example, Airbnb's listings cover 220 countries and regions around the world, providing diverse accommodation options for global travelers. In the transportation sector, ride - hailing platforms such as Uber have changed people's travel methods in many countries and cities.

In China, the sharing economy has also achieved remarkable development. According to the China Sharing Economy Development Report (2023), the market size of China's sharing economy reached 3.83 trillion yuan in 2022 (National Information Center, 2023). The development of different sectors varies. The market sizes of the life service and shared medical care sectors have grown rapidly, with year - on - year increases of 8.4% and 8.2% respectively in 2022. New models such as online medical consultations and medical equipment leasing have emerged continuously to meet people's medical and health needs. However, affected by various factors, the market sizes of the shared space, shared accommodation, and transportation sectors have declined, with year - on - year decreases of 37.7%, 24.3%, and 14.2% respectively. Among them, the shared accommodation sector has been severely impacted by the pandemic. With restricted travel, the market size has declined more significantly.

2.2.2 Future Development Trends of the Sharing Economy

Continuous Optimization of the Policy Environment: The country's positioning of the development of platform economy and platform enterprises is gradually increasing, and the policy tone is becoming more positive. The supervision of the platform economy is moving towards normalization and institutionalization, which will stabilize market expectations and confidence (National Information Center, 2023). Local governments also pay more attention to the role of new sharing economy formats in the development of the digital economy, regarding it as an important means to boost the economy and expand domestic demand, creating a favorable policy environment for the development of the sharing economy.

Development Driven by Technological Innovation: With the continuous innovative applications of technologies such as 5G, artificial intelligence, and blockchain, the sharing economy will new development opportunities. For example, the characteristics of blockchain technology, such as decentralization, data security protection, and trust risk reduction, can realize the decentralized management and transaction of shared resources, reduce intermediary intervention, protect users' fund security, and enhance the trust and cooperation efficiency among users. It is expected to be widely applied in more sharing economy fields in the future.

Industry Integration and Expansion: The sharing economy will continue to deeply integrate with traditional industries and expand its business boundaries. In addition to the existing sectors such as transportation, accommodation, and life services, the sharing economy may innovate and develop in more fields such as manufacturing and agriculture in the future, such as sharing production equipment and agricultural machinery, further improving resource utilization efficiency and promoting industrial upgrading.

Increasing Emphasis on Sustainable Development: Against the backdrop of the global advocacy of sustainable development, the advantages of the sharing economy in reducing resource waste and improving resource utilization efficiency will become more prominent. In the future, sharing economy enterprises will pay more attention to the concepts of green, environmental protection, and sustainable development, and actively take energy - saving and emission - reduction measures during operation to meet the needs of social development and achieve a win - win situation between economic and social benefits.

3 Impact of the Sharing Economy Model on Corporate Economic Management

3.1 Impact on Corporate Strategic Management

3.1.1 Changing Corporate Strategic Positioning and Competition Patterns

Under the sharing economy model, significant changes have occurred in market demand and consumption behavior, impacting the original strategic positioning of enterprises. The positioning of traditional enterprises centered around the sale of product ownership gradually loses its competitive edge in the trend of the sharing economy, which emphasizes the temporary transfer of resource usage rights. For example, traditional automakers like Ford and General Motors have long focused on automobile production and sales. However, the rise of ride-hailing companies such as Uber and Didi has transformed people's consumption concepts regarding travel tools. As a result, the focus of competition in the travel service market has shifted from product ownership to usage rights, forcing traditional automakers to reevaluate their strategic positioning within the travel ecosystem.

Meanwhile, the sharing economy has given rise to a large number of new enterprises and business models, reshaping the market competition landscape. Emerging sharing platform enterprises, with their Internet technology and resource integration capabilities, quickly capture market share, posing a huge threat to traditional enterprises. Take the short-term rental platform Airbnb as an example. Its business model breaks through the competitive barriers of the traditional hotel industry. By integrating individual idle housing resources, it provides consumers with diverse and personalized accommodation options, engaging in fierce competition with traditional hotel groups globally and compelling enterprises in the hotel industry to adjust their strategies and explore differentiated competition paths.

3.1.2 Directions and Strategies for Corporate Strategic Adjustment

Facing the changes brought about by the sharing economy, enterprises need to adjust their strategies in multiple directions. First, enterprises should transform towards a service-oriented strategy, shifting from being mere product providers to comprehensive service providers. For instance, the home appliance enterprise Haier launched the "RRS" platform, which not only sells home appliances but also provides full-life cycle services such as installation, maintenance, and recycling of home appliances, enhancing corporate competitiveness through service value-added. Second, enterprises need to strengthen their ecological strategic layout, actively integrate into the sharing economy ecosystem, and establish collaborative development relationships with platform enterprises and partners. For example, automakers cooperate with ride-hailing platforms to provide customized vehicles for the platforms, achieving resource sharing and complementary advantages. In addition, enterprises should also focus on the innovation-driven strategy, increasing investment in technological research and development and business model innovation, and developing new products and services that meet the needs of the sharing economy. For example, based on electric vehicle manufacturing, Tesla explores new models such as battery sharing and autonomous driving services, maintaining its market leading position through innovation.

3.2 Impact on Corporate Operational Management

3.2.1 Optimizing Corporate Resource Allocation Methods

The sharing economy model provides new ways for enterprises to optimize resource allocation. Through sharing platforms, enterprises can break through their own resource limitations and effectively utilize idle resources. For example, manufacturing enterprises can lease out idle production equipment, warehousing space, and other resources through sharing platforms, improving resource utilization and reducing operating costs. At the same time, the sharing economy also prompts enterprises to transform from "asset-heavy" operations to "asset-light" models. Take clothing enterprises as an example. Some enterprises reduce their investment in fixed assets by sharing resources with external design teams and manufacturers, focusing on brand operation and market expansion, and enhancing the flexibility and response speed of enterprise operations.

3.2.2 Transforming Corporate Production and Operational Processes

The sharing economy promotes the transformation of corporate production and operational processes towards greater flexibility and collaboration. In the production process, enterprises need to adopt flexible production technologies to achieve smallbatch and multi-variety production according to the diversified and personalized market demands under the sharing economy. For example, customized furniture enterprises use 3D printing, intelligent manufacturing, and other technologies to quickly customize products according to customer needs, meeting personalized consumption demands. In terms of operational processes, the sharing economy requires enterprises to strengthen collaboration with partners and consumers. Take fresh e-commerce as an example. Enterprises achieve collaborative supply chain operations by sharing data and information with suppliers and logistics enterprises, ensuring the freshness and delivery timeliness of fresh products and enhancing customer satisfaction.

3.3 Impact on Corporate Financial Management

3.3.1 Impact on Corporate Cost Structure and Revenue Models

The sharing economy has changed the cost structure and revenue models of enterprises. In terms of costs, enterprises reduce fixed asset acquisition and maintenance costs, human resource costs, etc. through resource sharing. For example, the shared office space enterprise WeWork reduces the operating costs of tenant enterprises by uniformly decorating and managing office spaces and providing shared office facilities and administrative services. In terms of revenue models, sharing economy enterprises are no longer limited to traditional product sales revenue but obtain income through various means such as transaction commissions, membership fees, and value-added service fees. For example, Didi Chuxing expands its revenue sources by charging transaction commissions from drivers and passengers and launching value-added services such as membership services and advertising services.

3.3.2 New Challenges to Corporate Fund Management and Financial Risk Control

The sharing economy model poses new challenges to corporate fund management and financial risk control. In terms of fund management, sharing economy platform enterprises usually adopt models such as prepayment and deposit, resulting in a large amount of funds being deposited. How to manage and utilize these funds reasonably and avoid the risk of capital chain is an important issue faced by enterprises. For example, the bike-sharing enterprise ofo went bankrupt due to difficulties in refunding deposits and the of the capital chain. At the same time, the uncertainty and volatility of sharing economy businesses increase the difficulty of enterprise income forecasting and cost control, and also increase financial risks. In addition, the sharing economy involves multiple stakeholders, and the transaction process is complex, making fund settlement and tax processing more difficult. Enterprises need to strengthen financial risk management and establish a sound risk early warning and response mechanism.

4 Innovative Practices of Corporate Economic Management under the Sharing Economy Model

4.1 Strategic Management Innovation

4.1.1 Constructing a Sharing Economy-Oriented Corporate Strategy

Enterprises have begun to reshape their strategic systems with the thinking of the sharing economy, shifting from focusing on product ownership to emphasizing resource usage rights, and building core competitiveness around the sharing ecosystem. For example, the BMW Group launched the "ReachNow" ridehailing service, expanding its business from traditional automobile manufacturing and sales to the travel service field. By deploying shared vehicles in cities, users can rent them on demand. BMW deeply participates in the ride-hailing ecosystem through this model, not only meeting consumers' demands for convenient travel but also enhancing the brand's influence in the sharing economy field, achieving a strategic transformation from a product manufacturer to a travel service provider. At the same time, enterprises actively tap the value of data. Based on the user behavior data, transaction data, etc. accumulated on the sharing platform, they accurately analyze market demand, provide strong support for strategic decisionmaking, and optimize product layout and service directions.

4.1.2 Innovating Strategic Alliance and Cooperation Models

In the wave of the sharing economy, enterprises abandon the practice of working alone and actively seek diversified cooperation to innovate strategic alliance models. For example, Starbucks reached a strategic cooperation with Alibaba. Relying on Alibaba's local life service platform and big data capabilities, it achieved online-offline integration. It provides food delivery services through the Ele.me platform, realizes the intercommunication of membership rights and interests through the Alipay membership system, and also opens official flagship stores on Tmall to sell peripheral products. This cross-industry cooperation breaks the boundaries of traditional business models, integrates the superior resources of both parties, expands consumption scenarios, enhances the user experience, and achieves mutual benefit and win-win results. In addition, the cooperation between enterprises and sharing platforms is becoming increasingly close. For example, furniture enterprises cooperate with home-sharing platforms to provide customized furniture products for the platforms, leveraging the traffic and user resources of the platforms to quickly open up the market and enhance brand awareness.

4.2 Operational Management Innovation

4.2.1 Creating a Sharing Economy Platform Operation Model

More and more enterprises are committed to building their own sharing economy platforms, constructing an open and collaborative ecosystem by integrating upstream and downstream resources of the industry chain. For example, the "Midea Industrial Internet Platform" built by Midea Group not only provides digital support for its own production and manufacturing but also opens up to the industry. The platform gathers resources from multiple parties such as suppliers, manufacturers, and distributors, realizing information sharing and business collaboration. Suppliers can learn about production demands in real-time and optimize supply plans; distributors can obtain product information and inventory data in a timely manner, improving sales efficiency. At the same time, the platform uses big data analysis of user demands to guide product research and development and production in reverse, achieving precise operation and enhancing the operational efficiency and competitiveness of the entire industry chain.

4.2.2 Implementing Flexible Production and Supply Chain Collaboration

To adapt to the diversified and personalized market demands under the sharing economy, enterprises vigorously promote flexible production and supply chain collaboration. Take the clothing enterprise ZARA as an example. It adopts a quick response mechanism, and it only takes 10 - 15 days from design, production to being put on the shelves. ZARA closely follows fashion trends and consumer feedback, adjusts design plans in a timely manner, and uses modular production technology to achieve small-batch and multi-style production. In terms of supply chain collaboration, ZARA establishes close cooperative relationships with suppliers and logistics enterprises to achieve real-time information sharing. Suppliers quickly supply raw materials according to production demands, and logistics enterprises ensure the timely delivery of products. The entire supply chain operates efficiently, not only meeting consumers' rapid pursuit of fashion but also effectively reducing inventory risks.

4.3 Financial Management Innovation

4.3.1 Exploring Cost Control and Revenue Management under the Sharing Economy

Enterprises actively explore new methods of cost control and revenue management under the sharing economy model. In terms of cost control, in addition to reducing fixed costs by sharing idle resources, enterprises also cut costs by optimizing business processes and using digital technologies to improve operational efficiency. For example, some enterprises adopt cloud accounting services, reducing the acquisition and maintenance costs of financial software and improving financial processing efficiency at the same time. In terms of revenue management, enterprises expand diversified revenue channels. In addition to traditional transaction commissions and membership fees, they also obtain revenue through the monetization of data assets. For example, after the bike-sharing enterprise Mobike was acquired by Meituan, the user travel data it accumulated provided decision-making basis for Meituan's local life services, realizing the transformation of data value. In addition, enterprises also improve revenue levels through innovative pricing strategies such as dynamic pricing and time-of-use pricing.

4.3.2 Optimizing Financial Management Processes with Financial Technology

The development of financial technology has brought new opportunities for the optimization of corporate financial management processes. Enterprises use blockchain technology to achieve the secure storage and sharing of financial data, improving the authenticity and reliability of data. For example, in the field of supply chain finance, blockchain technology can record transaction information on the supply chain. Financial institutions can quickly assess the credit status of enterprises by viewing blockchain data, providing financing services for enterprises, simplifying the financing process, and reducing financing costs. At the same time, the application of artificial intelligence technology in financial analysis and forecasting can quickly process a large amount of financial data, accurately identify financial risks, and provide scientific basis for enterprise decision-making. In addition, the popularization of technologies such as mobile payment and electronic invoices makes the fund settlement and reimbursement processes of enterprises more convenient and efficient, enhancing the overall level of financial management.

5 Challenges in Corporate Economic Management under the Sharing Economy Model

5.1 Legal, Regulatory, and Policy Risks

5.1.1 Inadequacies in Laws and Regulations Governing the Sharing Economy

The rapid development of the sharing economy currently

stands in stark contrast to its lagging legal and regulatory framework. Take the shared mobility sector as an example: there is a lack of unified and clear legal norms regarding the operational qualifications of ride-hailing services, driver admission standards, and the allocation of insurance liabilities. Compliance requirements for ride-hailing vary significantly across regions, forcing enterprises operating in multiple locations to adapt to different policies, which increases compliance costs and operational complexity. In the shared accommodation sector, regulations on fire safety, security, and taxation for housing rentals have not fully addressed the unique circumstances of the sharing model, leaving enterprises without clear legal guidance for property verification and service supervision. Additionally, the legal framework for data security and privacy protection struggles to meet the sharing economy's needs for large-scale collection, storage, and use of user data, exposing enterprises to risks of legal disputes arising from data breaches.

5.1.2 Impacts of Policy Changes on Corporate Economic Management

Frequent policy changes introduce significant uncertainty into corporate economic management. For instance, to alleviate traffic congestion, some cities have strictly limited the number of shared bicycles allowed on the road, forcing shared bicycle companies to adjust their market layouts and operational strategies, risking idle waste of previously invested resources. In the shared office sector, local government adjustments to commercial real estate plans and tax policies may affect the site selection, rental costs, and profit models of shared office spaces. Policy changes can also lead to shifts in market access thresholds, creating policy barriers for enterprises expanding into new businesses or markets, increasing market entry costs, and disrupting original strategic plans and economic management rhythms.

5.2 Market Competition and Trust Crises

5.2.1 Fierce Competition in the Sharing Economy Market

The sharing economy market's low barriers to entry and high growth potential have attracted a large number of enterprises, leading to intense competition. In the shared power bank industry, for example, dozens of brands once competed fiercely, adopting strategies such as low-price competition and large-scale equipment deployment, which squeezed industry profit margins and caused some enterprises to collapse due to broken capital chains. In the shared mobility sector, competition among leading enterprises has also intensified, extending beyond price and service competition to substantial investments in technology research and development and market expansion. New entrants find it extremely difficult to break through the market monopoly of industry giants, leaving them with limited survival space. Excessive competition can also lead to market disorder, giving rise to malicious competition, false advertising, and other harmful practices that damage the healthy development of the entire industry.

5.2.2 Hindrances to Enterprise Operations from Lack of Trust Mechanisms

The sharing economy model relies heavily on trust among users and between users and enterprises, but the current lack of trust mechanisms severely hinders operations. On shared accommodation platforms, landlords may worry about tenants damaging property, while tenants may fear inaccurate listing information or security risks. For example, there have been cases where tenants booked accommodations through shared platforms that were significantly different from the listed photos and encountered safety hazards during their stay, leading to decreased user trust in the platform. In the shared item rental sector, issues such as malicious damage or late returns of items by users have forced enterprises to raise deposit standards or strengthen verification processes, which may increase user costs and operational complexity, further affecting the user experience and creating a vicious cycle. The absence of effective trust mechanisms increases operational costs for enterprises and reduces user willingness to participate, restricting the expansion of sharing economy businesses.

5.3 Technical Security and Data Management Challenges

5.3.1 Technical Security Risks in Sharing Economy Platforms

Sharing economy platforms, which rely on internet technology and information systems, face numerous technical security risks. Issues such as hacking and system vulnerabilities can lead to data breaches and service interruptions. For example, a well-known shared mobility platform once suffered a hacking attack that exposed (large quantities of) users' personal information and travel data, causing user panic, social concern, and severe damage to the enterprise's reputation. Additionally, platform server failures and network instability can affect the user experience, leading to lost orders and interrupted services. As the scale of sharing economy operations grows, the potential losses from technical security risks continue to increase, requiring enterprises to invest heavily in technical security measures, though complete avoidance of security incidents remains difficult.

5.3.2 The Contradiction Between Data Privacy Protection and Data Value Extraction

Sharing economy enterprises collect vast amounts of user data during operations, posing a major challenge in balancing data privacy protection and data value extraction. On one hand, users' awareness of personal data privacy protection is growing, demanding strict security and privacy safeguards from enterprises; on the other hand, enterprises need to deeply analyze and leverage user data to optimize services and enhance competitiveness, achieving goals such as precision marketing and personalized services. For example, if a shared shopping platform excessively collects user shopping data for commercial promotion, it may trigger user dissatisfaction and complaints; however, failing to fully utilize data makes it difficult to meet users' increasingly diverse needs. Moreover, data privacy regulations vary across countries and regions, presenting more complex data management challenges for enterprises operating globally. A minor oversight can lead to violations of local regulations, risking hefty fines and legal action.

6 Strategies for Addressing Challenges in Corporate Economic Management under the Sharing Economy Model

6.1 Legal, Regulatory, and Policy Response Strategies

6.1.1 Strengthening Corporate Compliance Management and Proactively Adapting to Laws and Regulations

Enterprises should establish comprehensive compliance

management systems, setting up dedicated compliance departments or positions to sort out and interpret laws and regulations in the sharing economy sector. For example, shared accommodation enterprises should develop detailed property review standards and service specifications based on relevant fire safety, security, and tax regulations to ensure all operations comply with legal requirements. Meanwhile, regular compliance training for employees through case studies, simulation exercises, and other methods-should be conducted to enhance legal awareness and compliance capabilities. Take ride-hailing enterprises as an example: regular training ensures drivers are familiar with traffic laws and operational norms, reducing the risk of violations. Additionally, enterprises should establish compliance risk early-warning mechanisms, using big data technology to monitor policy dynamics and industry compliance in real time, and adjusting operational strategies promptly to avoid legal disputes when potential risks are identified.

6.1.2 Actively Participating in Policy Formulation to Secure a Favorable Policy Environment

Enterprises can actively communicate with government departments through industry associations, government-enterprise forums, and other channels to feedback policy issues encountered in practical operations. For instance, when facing policy restrictions on shared bicycle deployment and parking management, shared bicycle enterprises can collaborate with industry associations to submit scientific vehicle deployment plans and intelligent management solutions to the government, promoting policy optimization. At the same time, enterprises can take the initiative to participate in government-organized sharing economy pilot projects, exploring new business models and management experiences through practice to provide a reference for policy formulation. In shared car pilot projects launched in some cities, for example, enterprises have assisted the government in improving relevant policies through data accumulation and experience summary during the pilot period, thereby securing a more favorable policy environment for their own development.

6.2 Market Competition and Trust-Building Strategies

6.2.1 Differentiation Competition Strategies to Enhance Core Competitiveness

Enterprises can implement differentiation strategies across multiple dimensions, including products, services, and marketing. In product development, they can create customized offerings for different user groups. For example, shared office space enterprises can launch personalized office areas for creative industries, equipped with professional design equipment and inspiration exchange spaces; for start-ups, they can offer low-cost, flexible lease packages for shared offices. In services, differentiation can be achieved by improving service quality and efficiency. For example, shared parcel locker enterprises can introduce 24-hour customer service response and compensation for delayed pickups. In marketing, unique brand stories and creative online-offline campaigns can be used to attract users, such as shared power bank enterprises organizing innovative activities to enhance brand awareness and user engagement.

6.2.2 Building Trust Mechanisms to Enhance Trust Among Users and Partners

Enterprises can build trust mechanisms by introducing third-

party certification and establishing credit evaluation systems. Shared item rental enterprises, for instance, can collaborate with authoritative quality inspection institutions to conduct strict inspections of rental items and issue certification reports, reassuring users. Meanwhile, a comprehensive user credit evaluation system should be established, scoring user behavior to offer preferential policies to users with good credit and restrict the permissions of those with poor credit. In building trust with partners, enterprises should establish transparent cooperation mechanisms, regularly sharing operational data and development plans with partners. For example, shared mobility platforms can share vehicle usage data with automakers to jointly optimize product design and service quality, achieving mutual benefit and win-win outcomes.

6.3 Technical Security and Data Management Strategies

6.3.1 Strengthening Technical R&D to Ensure Platform Security and Stable Operation

Enterprises need to increase investments in technical R&D, forming professional technical teams and adopting advanced technologies to ensure platform security. Sharing economy platforms, for example, can introduce blockchain technology to encrypt and store transaction data, preventing tampering and leaks, and use artificial intelligence algorithms to monitor platform operations in real time, detecting and addressing abnormal access and attack behaviors promptly. Meanwhile, disaster recovery and backup systems should be established to regularly back up platform data, ensuring rapid service recovery in the event of natural disasters, system failures, or other emergencies to guarantee normal user operations.

6.3.2 Improving Data Management Systems to Balance Data Security and Value

Enterprises should formulate strict data management norms, clarifying procedures and permissions for data collection, storage, use, and sharing. In data collection, the principle of minimality and necessity should be followed, collecting only user data relevant to business operations and obtaining explicit user consent. Secure storage devices and encryption technologies should be used to ensure data security during storage. For data use and sharing, approval systems should be established to strictly control access scope and purposes. At the same time, technologies such as data desensitization and anonymization can be used to analyze and leverage data while protecting user privacy, realizing data value. For example, shared e-commerce platforms can analyze user consumption data to provide personalized recommendation services, enhancing user experience and platform sales.

7 Case Study

7.1 A Representative Sharing Economy Enterprise Case

7.1.1 Basic Information and Business Model of the Case Enterprise

DiDi Chuxing is taken as a typical case. Founded in 2012, it has developed into a leading global one-stop diversified mobility platform after years of growth. As of the end of 2023, DiDi Chuxing serves in over 400 cities in China, with more than 30 million registered drivers on its platform and an annual active user base of 550 million. Its business covers multiple sectors, including ride-hailing, car service,



hitchhiking, public transportation, and bike-sharing.

Indicator	Data (as of the end of 2023)
Number of service cities	400+
Number of registered drivers	Over 30 million
Annual active users	550 million
Business coverage	6 major sectors including ride-hailing, car service, etc.

DiDi Chuxing adopts a "Internet platform + sharing economy" business model. Through its self-developed intelligent dispatching system and mobile application, it connects passengers and drivers to achieve efficient matching of mobility services. The platform uses technologies such as big data and artificial intelligence to conduct real-time analysis of user demands and driver resources, optimize order allocation algorithms, and improve service efficiency and user experience. Meanwhile, it extracts a certain proportion of commission from each transaction as its main revenue source.

7.2 Innovative Practices in Economic Management of the Case Enterprise

7.2.1 Innovative Measures in Strategic, Operational, and Financial Management

In strategic management innovation, DiDi Chuxing actively constructs a sharing economy ecosystem, transforming its strategic positioning from a single ride-hailing service provider to a comprehensive mobility service provider. Through strategic investments and acquisitions, it has laid out in fields such as bikesharing (Qingju Bikes) and autonomous driving to expand its business boundaries. For example, in the autonomous driving field, DiDi established a subsidiary specializing in autonomous driving, accumulating R&D investments exceeding 10 billion yuan, and collaborating with multiple universities and research institutions to accelerate technology implementation and seize opportunities in the future mobility market.

In operational management, DiDi has created a highly intelligent sharing economy platform operation model. Relying on its powerful technical system, the platform achieves functions such as intelligent order matching, optimized route planning, and service quality monitoring. Taking order matching as an example, through intelligent algorithms, the average response time has been shortened to within 10 seconds, and the vehicle empty-driving rate has been reduced by over 20%. At the same time, it implements flexible operational strategies, dynamically adjusting capacity deployment according to mobility demands in different time periods and regions—for instance, increasing driver subsidies during peak hours to attract more drivers to accept orders.

In financial management innovation, DiDi explores diversified cost control and revenue management models. In cost control, it reduces procurement costs by collaborating with automakers to customize vehicles and optimizes vehicle dispatching through big data analysis to minimize empty-driving losses. In revenue management, in addition to basic transaction commissions, it has launched new businesses such as membership-based premium services and advertising. In 2023, revenue from membership services and advertising accounted for 15% of its total revenue. Furthermore, it optimizes fund management through financial technology, partnering with multiple financial institutions to realize real-time driver cash-outs and improve capital flow efficiency.

7.3 Challenges and Response Strategies Faced by the Case Enterprise

7.3.1 Actual Challenges and Countermeasures

DiDi Chuxing faces numerous challenges. In terms of laws, regulations, and policies, ride-hailing policies vary widely across regions, leading to high compliance operation costs. For example, some cities have strict standards for ride-hailing vehicle wheelbase and engine displacement, rendering a large number of vehicles unable to operate compliantly. In response, DiDi strengthened compliance management, proactively communicated with local governments to promote policy optimization, and increased investments in purchasing compliant vehicles and driver training. As of the end of 2023, the proportion of compliant orders on the platform had increased to 78%.

In market competition, the mobility-sharing market is fiercely competitive, with rivals such as Meituan Taxi and Gaode Taxi continuously entering the market. DiDi addressed this through differentiation strategies, launching low-cost products like "Qingcai Carpooling" to meet the needs of different consumer groups, and strengthening brand building through diversified marketing activities such as holiday travel subsidies and friend-invitation coupons to enhance user stickiness. In 2023, DiDi maintained a stable market share of over 70% in China's ride-hailing market.

In technical security and data management, DiDi faced risks of data breaches and challenges to technical system stability. It increased investments in technical R&D, established professional security teams, and adopted multiple encryption technologies to protect user data. It also established a 7×24 -hour system monitoring and emergency response mechanism to ensure stable platform operation. Meanwhile, it improved its data management system, strictly adhering to regulations such as the Personal Information Protection Law to standardize data usage processes and gain user trust.

7.4 Case Insights and Lessons

7.4.1 Insights from the Case Enterprise for Other Enterprises

DiDi Chuxing's development offers multi-faceted insights for other sharing economy enterprises. At the strategic level, enterprises should demonstrate foresight, proactively lay out in emerging fields, and build diversified business ecosystems to enhance risk resistance. In operational management, they need to fully leverage technological tools to achieve intelligent and flexible operations, improving resource allocation efficiency and service quality. In financial management, they should actively explore diversified revenue models and use financial technology to optimize fund management processes and reduce costs. Additionally, facing complex external environments, enterprises should proactively adapt to legal and regulatory requirements, strengthen compliance building, and in fierce market competition, highlight their unique advantages through differentiation strategies while attaching importance to technical security and data management to protect user rights and ensure sustainable enterprise development.

8 Conclusion and Prospects

8.1 Summary of Research Conclusions

8.1.1 Key Points of Innovative Practices and Challenge Responses in Corporate Economic Management under the Sharing Economy Model

This study has deeply explored the innovative practices and

challenge response strategies of corporate economic management under the sharing economy model. In terms of innovative practices, in strategic management, enterprises need to construct a sharing economy-oriented strategic system and actively expand strategic alliances. For example, DiDi Chuxing has transformed from a single-service provider to a comprehensive mobility ecosystem by laying out autonomous driving, bike-sharing, and other fields. Innovations in operational management are reflected in building intelligent sharing platforms and implementing flexible production and supply chain collaboration-such as using big data for intelligent order matching to reduce vehicle empty-driving rates. Financial management innovations focus on diversified cost control and revenue management, as well as optimizing processes through financial technology-such as launching membership services and advertising to increase revenue sources and collaborating with financial institutions to achieve efficient capital flow.

In terms of challenge responses, to address legal, regulatory, and policy risks, enterprises must strengthen compliance management and proactively communicate with governments to participate in policy formulation, thereby tackling compliance challenges arising from regional policy disparities. Facing market competition and trust crises, differentiated competition strategies and improved trust mechanisms can be adopted—such as launching unique products to attract users and enhancing trust through transparent information disclosure and strict review systems. For technical security and data management challenges, increased investment in technology research and development, improved data management systems, and ensuring stable platform operation are essential to balance data security and value extraction.

8.2 Research Limitations and Future Research Directions

8.2.1 Limitations of This Study

First, the case selection has certain limitations. This study primarily uses DiDi Chuxing as a typical case. While it is representative in the shared mobility sector, the sharing economy covers numerous fields such as transportation, accommodation, and life services. Enterprises in different sectors have distinct economic management characteristics, and a single case cannot fully reflect the actual situations across all industries. Second, the research depth needs to be enhanced. When analyzing the impacts of the sharing economy on corporate economic management and response strategies, some content focuses more on theoretical elaboration and general experience summarization, lacking deeper empirical research and quantitative analysis on specific issuessuch as differences in the application of emerging technologies across industries in corporate economic management. Additionally, the research has timeliness limitations. The sharing economy is developing rapidly, with new business models, technological applications, and policy environments emerging continuously, meaning the research findings may not fully cover the latest industry trends.

8.2.2 Prospects for Future Research on Corporate Economic Management under the Sharing Economy Model

Future research can develop in multiple directions. First, expand the research scope by selecting more case studies of sharing economy enterprises in different fields and of varying scales, conducting comparative analyses of the commonalities and characteristics of corporate economic management across industries, and constructing a more universal theoretical framework. Second, strengthen empirical research and quantitative analysis by using methods such as big data analysis and econometric models to deeply explore the internal relationships between the sharing economy model and various elements of corporate economic management, providing more scientific bases for enterprise decision-making. Third, pay attention to emerging technologies and industry trends by studying the innovative applications of cuttingedge technologies such as artificial intelligence, blockchain, and the metaverse in the economic management of sharing economy enterprises, as well as the impacts of global sharing economy policy changes on enterprise management, to provide forward-looking suggestions for enterprises to address future challenges. Meanwhile, interdisciplinary research can be carried out by integrating theories from management, economics, sociology, and other disciplines to comprehensively analyze the complex issues of corporate economic management under the sharing economy model and advance research in this field.

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