



Analysis of Sustainable Development of Sharing Economy

Ziren Wang^(✉)

Yangzhou University, Yangzhou, China
wangziren020609@163.com

Abstract. Under the background of rapid economic and social development, sharing economy emerged at the historic moment. Due to the strong vitality, high flexibility and complexity of the sharing economy, the traditional government regulation has ushered in a whole new challenge. Firstly, the traditional concept of government regulation is not consistent with the nature of the sharing economy, which restricts the sustainable development of the sharing economy to some extent; Secondly, the traditional government regulation means are relatively single, which hinders the innovation of the sharing economy; finally, due to the high flexibility of the sharing economy, the traditional government regulation means cannot comply with its development. Based on this situation, this paper analyzes the concept of regulatory governance, expounds the development of sharing economy in China at the present, and puts forward the corresponding cooperative regulation strategy.

Keywords: sharing economy · cooperative regulatory governance · sustainable development

1 Introduction

In the current process of social and economic development, a single regulation mode based on government power cannot effectively regulate the sustainable development of sharing economy. Therefore, it is necessary to organically combine the concepts of regulation, cooperation and governance to form the theory of cooperative regulatory governance [1]. Based on this situation, this paper first sorts out the concept of regulatory governance, analyzes the diversified regulatory space in the structure of sharing economy, and highlights the idea of constructing the cooperative regulatory governance theory of sharing economy.

2 Regulation and Governance Overview

As far as regulatory theory and regulatory country are concerned, the essence of both is control. Among them, the regulation theory mainly comes from the self-cybernetics, which is often known as the control system science. Generally speaking, regulation mainly refers to the intentional use of power, under the fixed standard, through the

Table 1. Scale of China's sharing economy development in 2017–2020

a particular year	Development scale (RMB 100 million yuan)
2017	20941
2018	29420
2019	32828
2020	33773

corresponding tools, which has a certain purpose and standardization. The regulatory process mainly includes: regulatory standards, information collection, judgment and behavior correction. The regulatory country mainly refers to regulate the economic order through corresponding tools on the basis of legal regulation, so as to control the social economy.

3 The Development of China's Sharing Economy at this Stage

In February 2021, the State Information Center released the Report on the Development of China's Sharing Economy (2021), in which the report stated that under the influence of COVID-19, the downward pressure on China's macro economy has gradually increased, reducing the growth rate of the sharing economy market. The development scale of China's sharing economy in 2017–2020 is shown in Table 1.

4 The Sharing Economy Structure of Multiple Regulations

In order to achieve a greater advantage in the market, we must realize self-regulation and establish a corresponding sharing economy platform. Sharing economy platforms are mainly used in the business ecosystem, whose components include: sharing economy platforms, suppliers, consumers, supervisors, etc. It can be seen that the sharing economy platform is mainly a polygonal platform structure composed of multiple subjects. In order to further understand the structure and regulatory capacity of the sharing economy in Xirong, it can be realized by classifying the sharing economy ecosystem. In general, the structure can be divided into: supply subsystem, consumer subsystem, platform subsystem, and regulatory subsystem. The sharing economy platform mainly takes the subsystem as the carrier, and the subsystem obtains the corresponding mobility in the free flow of commodity information. The composition of the sharing economy platform is shown in Fig. 1.

For sharing economy, it belongs to a new type of economic forms, the economic forms want to achieve greater competitive advantage in the market, first need beyond the scope of government supervision, and obtain certain advantages in the market supervision, this not only need to take a reasonable way, but also need to have good self regulation ability, and effective cooperation regulation [2].

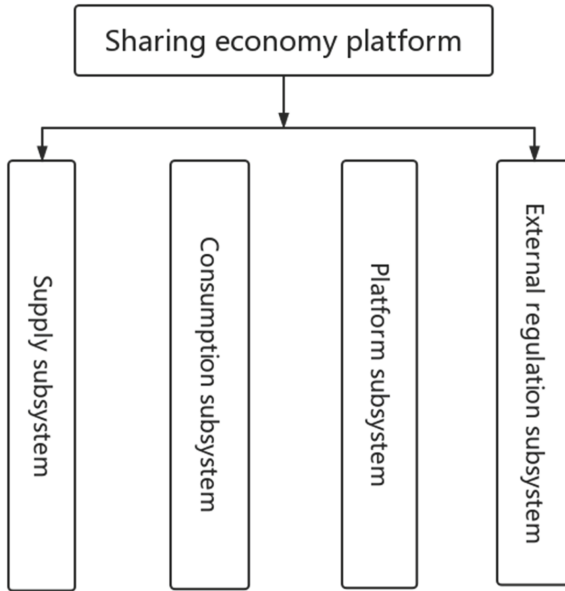


Fig. 1. Composition of the sharing economy platform

4.1 Supply Subsystem

In the sharing economy platform, its supply subsystem has three main characteristics. First, it can motivate individual subsystems to participate in supply actions in the sharing economy. Second, it is the actor in the supply system. Third, the system is characterized by diversity.

4.2 Consumption Subsystem

Consumption subsystem is an important part of the ecology of sharing economy. Under the non-face-to-face consumption mode, it becomes difficult for consumers to judge the true or false information, and the consumption process of sharing economy is the overall trust of goods, producers, payment and purchase relationship. The system has the following characteristics: First, in the process of forming the consumption subsystem, it is mainly affected by the social operation mode of cooperation and sharing. Second, the consumption subsystem is a part built on the sharing economy platform, which contains three parts: credit, credit and trust. Third, the consumption subsystem is mainly based on information to carry out the corresponding consumption decisions. In general, information provided by virtual platforms is usually needed in the process of making consumer decisions. In the sharing economy ecosystem, the consumption subsystem not only has a certain regulation ability, but also conducts self-regulation and conducts the corresponding regulation on the basis of laws and regulations. Moreover, under the self-regulation of the consumption subsystem, it promotes the smooth operation of the sharing economy to a certain extent.

4.3 Sharing Economy Platform Subsystem

For the sharing economy, it is a form of economic development that depends on the platform operation and survival. In the sharing economy platform, various subsystems can communicate with each other, which plays a very important role in the formation and development of the sharing economy. The cooperative operation of the sharing economy behavior system cannot be achieved without the support of the corresponding platform. Under the action of some information technologies in the platform, the cooperation behavior among various subsystems is stimulated. The main characteristics of the system are: First, the system contains the new economy business form thought, and it is also an important carrier of social platform, thought platform and life communication. Second, the system contains many advanced technologies. In the virtual sharing platform, there are some key technologies for the formation of production, consumption and service of the sharing economy. Under the action of these technologies, the sharing economy can operate smoothly.

Third, the system has the corresponding interest protection [3]. For a sharing economy platform, it not only needs to protect the interests between supply subsystems, but also between consumer subsystems. Fourth, the system has an important profit-making function.

4.4 External Regulatory Subsystem

For the sharing economy ecosystem, its regulation can be divided into two forms: inner layer and outer layer. Among them, the inner layer is mainly about self-regulation, including the internal regulation between various subsystems. The outer layer includes third-party payment, credit evaluation mechanism, etc.

5 Cooperative Regulation and Governance Measures for the Sharing Economy

In the process of China's economic and social development, the sustainable development of sharing economy plays a very important role. In the theory of public management, the urgent problem to be solved is: what regulatory governance mode can achieve the sustainable development of sharing economy under the perspective of post-regulation and governance. Based on this situation, it is necessary to clarify the development and transformation of the regulatory strategy from the regulatory country to the post-regulatory governance. As far as the regulation strategy of regulatory countries is concerned, it mainly adopts the "command-control type", which shows the preference of national centrism to a certain extent. Because there is a corresponding relationship between command and control, it is mainly manifested in the government's control of the market, where the government is the controller and the market is the controlled. This regulation strategy mainly includes four important elements, namely object, regulator, order and result. The object mainly refers to the regulatory users and the recipients of the illegal consequences; the regulator is the subject of formulating laws and regulations; the order controls the behavior of the regulator; the consequences are a series of consequences

after issuing the regulatory orders, which are divided into negative consequences and positive consequences.

In the process of the continuous change of regulatory thinking and strategy, the corresponding new ways of regulation also appear accordingly. That is, yuan-regulation and self-regulation. Among them, meta-regulation mainly refers to the self-regulation nature response of external regulators to the problems in the regulatory objects, which belongs to the intentional internal behavior of regulators, rather than the unintentional behavior of external regulators. Self-regulation refers to the regulation that the regulatory objects impose corresponding orders to themselves and obtain the corresponding results. The regulation objects can be different types of enterprises. For the relationship between the two, they have a certain internal connection. In addition, meta-regulation refers to the corresponding observation and regulation in the process of self-regulation. This way not only fully presents the interaction between different regulations completely, but also highlights a series of responses made by the regulatory objects and regulators. At the same time, due to the regulation of resources has the characteristics of decentralization, the sharing economy self regulation development has become an inevitable trend, its influence will gradually increase, in the process, yuan regulation and self regulation gradually formed a cooperative relationship between, to form the regulation countries multi-center, multi-subject cooperative regulation governance to expand the new regulation space [4].

For the theory of cooperative regulation governance, its main purpose is to release the self-regulation ability of the multiple subsystems in the sharing economy system, so that they can have the corresponding cooperative regulation ability, so as to promote the sustainable development of the sharing economy. Scott said that in the process of understanding reality and shaping behavior, the ability of government is constrained accordingly [5]. Therefore, it is necessary to realize the value and potential ability of non-governmental entities. Under the joint action of these subjects, the mixed regulatory system appears, and there is a relationship of mutual observation and cooperation between various subjects. Due to the diversification of actors and tools, it is relatively appropriate to use regulatory governance [6]. In Scott's point of view, although the ability of the government as a single regulation subject has certain limitations, it has realized the centralized idea in the regulation process, clarified the importance of establishing a mixed regulation system, and realized the defects in the government's single regulation [7].

In the process of developing the regulatory theory, Scott did not understand the development trend of regulatory governance on the basis of cooperation, and he did not investigate the characteristics of the sharing economy ecosystem, so he did not form the concept of cooperative regulatory governance [8]. The concept of cooperative regulation and governance is mainly formed in the global sharing economy in the information age and growing up in the cooperative society. Under the social background of cooperation, the multiple subsystems in the ecosystem of sharing economy obtain the corresponding regulation resources, and they have a strong regulation ability, which enhances the awareness of self-regulation to a certain extent. It can be seen that in the environment of fierce market competition, the sharing economy can not operate successfully without the self-regulation among the various subsystems [9]. Therefore, some relevant researchers

point out that transactions in the sharing economy are an equal transaction, there is no third party influence, and there is no opposition between the buyer and the seller, but there is a certain cooperative relationship, both are benefit suppliers. For China, the development of the sharing economy is still in a relatively special government environment, which is also a service-oriented government. In this context, it is helpful to form a corresponding new relationship between the government regulation and the multiple subjects of the sharing economy system, namely the cooperative regulation governance relationship [10].

6 Conclusion

In the process of China's social and economic development, the stability of the old and new economic forms and the sustainable development of the sharing economy will seriously affect the social and economic order. According to relevant research, in the market economy model, the formulation and implementation of regulations can not only be completed by the public authorities, but also can be realized through self-regulation. In this view, China should continue to emphasize and highlight the self-regulation of enterprises and society. Therefore, under the background of globalization, informatization, not only need to pay attention to the diversity of regulatory subject, expand the use of multiple regulation subject regulation space, but also need to attach importance to the importance of multiple subject cooperation regulation and governance value, to build the sharing economy cooperation regulation governance mode, this to promote the sustainable development of sharing economy has a very important role.

References

1. Xue Zhiyuan. The concept reform of administrative regulations of sharing economy [J]. Journal of Shandong University of Science and Technology (Social Science Edition), 2021,23 (2): 31-37.
2. Cao Jiahua. Challenges and Countermeasures of Sharing Economy to Administrative Law [J]. China High-tech Zone, 2018 (4): 241-242.
3. Fei Wang. An Analysis on the Legal Regulation of Sharing Economy [J]. Legal Affairs Expo, 2022 (21): 123-125.
4. But xiao Lin. Legal regulation and regulation of sharing Economy [J]. Legal system and society, 2020 (12): 65-66.
5. Shang Xianjiang. Discussion on the Legal Regulation of the Sharing Economy [J]. Wenyuan (High school edition), 2020 (7): 866.
6. Wu Shujuan. The legal regulation of sharing Economy [J]. Rural economy and Technology, 2019,34 (4): 256-257.
7. Zhang Panyun, Hu Wenna. Exploration of the legal regulation path of Sharing Economy [J]. Business Watch, 2022 (15): 34-37.
8. Li Jiahua. Exploration on the dilemma and optimization path of the sustainable development of sharing economy [J]. Business Theory of China, 2020 (02): 88-89.
9. Xie Xishui, Yuan Rubing. On the cooperative regulation governance mode to promote the sustainable development of sharing economy —— After the regulation country is the domain [J]. Journal of Jiangsu University (Social Science Edition), 2019,21 (06): 36-43.
10. Xie Xishui. Two major changes caused by the sharing economy and their sustainable development strategies: from the perspective of public management [J]. Journal of Capital Normal University (Social Science Edition), 2018 (05): 75-82.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

