

## Analysis of Current Situation and Prospects of Shared Economy in the Era of "Internet +"

Zhao Jinhong, Zhao Xinmei

College of Arts and Sciences, Yunnan Normal University 60222

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**Abstract:** With the rapid development of Internet technology, social development and composition have changed greatly compared with the past. In recent years, the new topic of economic development is the shared economy. With the continuous improvement of the concept of shared economy, the emerging business model represented by the shared economy has begun to rise gradually. This paper analyzes and discusses the cases of shared economy both at home and abroad, and discusses the current situation of sharing the economy in China and the world in the era of "Internet +", and looks into the prospects for the development of shared economy.

The so-called shared economy refers to the establishment of a social and economic system that shares human and material resources by establishing a system platform for the direct exchange of goods and services between individuals or enterprises. The concept of "collaborative consumption" was first put forward by Felson & Spaeth in the 1970s, but it was not until recent years that the concept of shared economy became popular. This paper analyzes the current situation and development prospects of the shared economy in the era of "Internet +".

### 1. Essence and development prospect of shared economy

On the essence of shared economy, Xie Zhigang, a Chinese scholar, explain it with the cooperation framework of Hayek's theory of knowledge and order. The mode characteristic of shared economy is not sharing, but the dynamic optimization of social knowledge structure. The shared platform constructed by information network makes the use right of idle resources temporarily transferred, and makes the ownership and use right become two concepts, which makes the resource utilization more optimized.

As far as the current level of development of the shared economy is concerned, the level of development of China's shared economy is in the primary stage of development, while foreign research on the field of shared economy is relatively mature. Specific research contents include the reasons for people's preference and even the love of economic sharing, and the influence of the shared economy on the traditional economic system, and the analysis of shared economic business models. The following is a discussion of the development prospects of shared economy in combination with foreign and actual cases in China.

Due to the particularity of the shared economy, many foreign enterprises have adopted the mode of operation of the shared economy, and have benefited. Among them, the most representative is Airbnb, which promotes the idea that every customer with idle housing can become a rental homeowner, so that limited housing resources can be used efficiently. This business model has been widely praised by customers since its launch, giving full play to the surplus value of idle resources.

For our country, although the shared economic model has entered the domestic market for a short time, it has also developed a series of characteristic industries. For example, the business model of trickle-by-trickle travel, which was created in 2012, applies the business model of shared economy. With the help of the current hot mobile Internet technology, the connection between people, between people and cars can be quickly linked, and breaks the city's frequent problem of insufficient taxis and too many idle vehicles. The use rate of idle means of transport has been improved, and the urban traffic congestion has been alleviated to a certain extent. In this regard, the shared economy have great development prospects. It cannot only improve economic efficiency, but

also strengthen the reuse of idle resources.

## **2. Impact of shared economy on Chinese economy**

To analyze the impact of the shared economy on Chinese economy, we should first analyze the current economic environment in China, and then judge whether the shared economy is suitable for Chinese economic system. Chinese economic environment can be analyzed from three aspects. They are policy, social and technological aspects.

### **2.1 Policy aspects**

For the sharing economy, the reason why the shared economy can develop so rapidly is that the Internet technology is developed rapidly. It is the more mature modern Internet technology that makes the sharing economy model be better applied. For our country, the focus of development in recent years is the innovation and development of Internet technology. The country is vigorously supporting the rapid development of the Internet and related industries, and is conducive to the implementation of the shared economy in China.

### **2.2 Social aspects**

Since the reform and opening up, China's national economy has developed rapidly. As the assets of our residents continue to increase, idle assets and idle resources are also increasing. However, China's population base is too large, resources demand is high, and the reuse of idle resources is crucial for China's social development. By reusing idle resources, it can effectively alleviate the problem of excessive demand for social resources, and promote the healthy operation of society.

### **2.3 Technical aspect**

The key technology of shared economy lies in the acquisition of demand and supply information, and Internet technology plays a vital role in this respect. At present, the development of information technology, such as Internet of Things and Meta-computing, it is enough to support the application of shared economy in various industries. However, due to the problem of information asymmetry, many enterprises lack a reasonable network security management mechanism, making the application of shared economy still in an immature stage of development.

As far as the above is concerned, the shared economy can be well developed in China's economic system. However, in terms of the impact of the shared economy on China's economy, it needs to be further explored from both macro and micro perspectives.

In terms of macro-supply relationship, the shared economy gradually transforms the mass market into the individual market, which makes the market choices diversified, and reduces the cost of acquiring resources because of the reuse of idle resources. Such a business model has increased the competitiveness of the market, has helped the public to choose their own personalized products, and has produced greater social effects.

In terms of the micro-supply relationship, the shared economy helps the public to change from passive consumption to active production and marketing. For the previous business model, the producer's production direction is mainly determined by the consumer's demand, and the shared economy breaks the passive state of production and consumption, allowing consumers to actively participate in the production process, making the whole process of production and consumption with greater initiative.

The shared economy has mixed advantages and disadvantages for the development of Chinese economy. It is not only an impact on the traditional economic system, but also the establishment of a new economic system model in the future. It can not only improve the re utilization rate of resources, but also easily lead to monopolization in the industry.

## **3. Future development of shared economy**

As far as the current situation of the development of the shared economy in China is concerned,

the model of the shared economy is bound to become an important part of the future economic development model in China. This model will be applied to more industries, and will have a great impact on China's traditional industries. According to the current economic environment and the general quality of our people, the future development of the shared economy can be divided into the following three points.

The first one is the sharing of expensive costumes. Because of its own design characteristics, expensive dresses, especially wedding dresses and dresses, can be used in limited occasions and times. By sharing the business philosophy of the economic model, the wedding dress or canonicals will be shared, which not only meet people's love of beauty, but also save money and make full use of resources.

The second one is the sharing of learning materials. Today, education tends to be more equitable, the sharing of some high-quality curriculum materials and learning notes is consistent with the overall educational environment and educational philosophy in China. There are some educational institutions in the society, making the educational resources be well shared, but there are still some problems in the overall education model, which need to be reformed and innovated.

The last one is the sharing of portable devices. The sharing of portable devices is a hot topic in recent years. Both shared bicycles and shared umbrellas have been well developed in recent years. By sharing portable devices, people can avoid carrying portable devices frequently, making people's lives more convenient. Shared economy makes these products well integrated, and achieves the effect of resource sharing and portable consumption. In addition, the sharing of portable devices can also help cities to better build and develop. For example, in the case of tourist cities, the emergence of shared bicycles can help travelers to enjoy the city better. By riding bicycles independently, tourists can better understand the city, make the reputation of tourist cities can be further, and then produce more economic benefits, help the city to better develop.

#### **4. Conclusion**

Shared economy, a new business mode, has really changed the traditional consumption patterns, and made use of the advantages of Internet technology in the era of "Internet +" to help goods realize the transformation from "possession" to "use". This mode is to value commodities, so that the utilization of resources has been improved to a certain extent. It enhances the overall social and economic benefits, the use of network platform for the new development of traditional industries. With the rapid development of the economy, the shared economy mode in the era of "Internet +" is bound to promote the transformation, innovation and development of many traditional enterprises. It can promote the birth of a new batch of new sharing mode of operation industry, and help our country's economic development go further.

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