Dyadic Host-Guest relationship in the Sharing Economy

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ABSTRACT

It has been more than a decade since the sharing economy has been emerged and rapidly grown. Now is time to consider how the sharing economy can continue to develop and to enhance its sustainability through organization health. This study aims to examine the interaction feedback seeking behavior (FSB) between hosts and guests and investigate the interaction FSB → Stress → Goal attainment mechanism to diagnose organization health. Based on two overarching theory, i.e., goal orientation theory (GOT) and conservation of resource theory (COR), this research conducts the research model with six antecedents of FSB, two types of FSB, i.e., positive and negative FSB. Further, this research is conducted through two types stress, i.e., technostress and interactional stress, and host’s performance as well as guest’s value appraisal as the outcomes of interaction FSB.

For investigating interaction FSB → Stress → Goal attainment mechanism, this research focus on both of host and guest under this research model. The results that guests are more flexible for negative FSB, and hosts are more responsible for stress through positive and negative FSB. The other findings indicate that sharing economy firms should develop the system to encourage to positive FSB through information acquisition focus on self-performance, further, they should concern about how to care the stress for both of host and guest. For the sharing economy industry to maintain its development while maintaining its health, corporate interest and care for stakeholders are needed. Such management could be the starting point of the sharing economy as a positive and healthy industry with a change in the perception that the sharing economy industry, which is perceived negatively through the social issue of conflict with traditional industries, is striving for social unity and a health ecosystem.

Keyword: conservation of resource theory, goal orientation theory, sharing economy, organization health, feedback seeking behavior, technostress, interactional stress

1 This paper is the part of the first author’s doctoral dissertation.
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