Developing sharing economy in Hai Phong city in the present context

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ABSTRACT:
Sharing economy is an economic model based on the shared use of resources through digital platforms, helping to optimize idle assets, reduce costs and create many job opportunities. In the context of digital transformation and deep integration, Hai Phong city , an important industrial, seaport and logistics center , has great potential to develop the sharing economy. The research method used includes document synthesis analysis, qualitative research through expert interviews and business surveys, while combining quantitative analysis based on statistics on the scale, growth rate and impact of the sharing economy in Hai Phong. The research results show that the sharing economy in Hai Phong has developed strongly in areas such as transportation such as Grab, Be, accommodation such as Airbnb, homestay, logistics such as warehouse sharing, fast delivery and finance such as fintech, crowdfunding. From there, the study proposes solutions such as perfecting the legal framework, promoting digital transformation, building a cooperation mechanism between the government, businesses and the community, supporting innovative startups and strengthening supervision to ensure fair competition. These research results contribute to building a scientific and practical foundation for the sustainable development of the sharing economy in Hai Phong, towards a modern economy and adapting to the global digitalization trend.
Keywords: Sharing economy; International integration; Hai Phong;

I. INTRODUCTION

The sharing economy is an economic model based on the shared use of resources, optimizing the performance of idle assets through digital technology platforms. In the world, the sharing economy has grown strongly with the success of platforms such as Uber in the transportation sector, Airbnb in the accommodation sector, or TaskRabbit in connecting freelance workers (Frenken, K., & Schor, J. 2017). The spread of this model has changed traditional business methods, helping to increase the efficiency of resource use and create many new job opportunities. In Vietnam, the sharing economy is also becoming increasingly popular with many creative models such as Grab in transportation, Luxstay in accommodation, along with the development of warehouse sharing platforms and co-working spaces. The rapid expansion of the sharing economy reflects the trend of digital transformation, contributing to improving labor productivity, reducing transaction costs and creating new business opportunities.

The sharing economy plays an important role in the modern economy. First of all, this model promotes economic growth by making the most of available resources, reducing operating costs and opening up many new and flexible business forms. Second, the sharing economy helps improve the efficiency of resource use by taking advantage of underutilized means of transport, optimizing accommodation space, or sharing warehouses in the logistics sector. In addition, the sharing economy also creates many job opportunities for freelance workers, helping to expand the ability to participate in the labor market for many different subjects, from students to ordinary workers, thereby contributing to promoting social security and local economic development.

Hai Phong City is one of the important economic centers of the North, with great potential for developing the sharing economy model. With the advantage of being the largest port city in the North, Hai Phong has developed infrastructure, a strong logistics system and a high urbanization rate. These conditions create favorable opportunities for applying sharing economy models in many fields such as transportation, logistics, accommodation, e-commerce and finance(GV, 2024). However, along with the development potential, the sharing economy in Hai Phong is still

facing many challenges. Incomplete legal policies, competition between traditional business models and the sharing economy model, as well as issues related to protecting workers' rights in the digital economy are still major barriers.

Research on the development of the sharing economy in Hai Phong city in the current context is of great significance in finding solutions to effectively exploit the city's potential. This research not only helps Hai Phong make better use of its existing advantages but also contributes to the digital transformation process, towards a modern, sustainable economy that is in line with global trends.

II.   THEORETICAL BASIS
2. 1. Concept and characteristics of sharing economy
a. Concept

The sharing economy is an economic model based on the shared use of resources, services or products through digital technology platforms to optimize idle assets and match supply and demand in real time. Botsman and Rogers (2010) define the sharing economy as a collaborative consumption system in which individuals can share their personal assets with others to maximize their utility value. Sundararajan (2016) argues that the sharing economy is a mixed economic model, combining traditional market economies and decentralized sharing models based on digital technology. Meanwhile, OECD (2017) emphasizes that the sharing economy not only helps optimize resources but also reduces transaction costs through digital platforms.

b. Characteristics of the sharing economy

The sharing economy is a rapidly growing economic model supported by digital technology. This model has outstanding features that distinguish it from traditional economic forms. Below are the main features of the sharing economy and an analysis of the impact of each feature on the economy and society.

Based on digital technology platforms: The sharing economy mainly operates through digital technology platforms such as mobile applications and websites to connect providers and users of services or assets. For example, Uber and Grab use mobile applications to connect drivers and passengers, Airbnb helps homeowners rent out empty spaces to tourists. The development of artificial intelligence (AI), big data and blockchain helps increase transparency, optimize the connection between supply and demand and reduce transaction costs. Digital technology also contributes to expanding the market, allowing consumers to access more options at lower costs.

Mobilizing idle resources: One of the biggest benefits of the sharing economy is to take advantage of underutilized resources, such as idle private cars, empty rooms in the house, or underutilized labor skills. This model helps optimize resource use, reduce waste, and contribute to sustainable economic development. For example, car sharing services help reduce the number of private vehicles on the road, thereby limiting traffic congestion and environmental pollution. However, if not well controlled, the use of idle resources can cause unfair competition with traditional business models (for example, traditional taxis are affected by the development of Grab and Uber).

Minimizing the role of traditional intermediaries: The sharing economy reduces or reduces the role of traditional intermediaries, allowing transactions to take place directly between individuals through online platforms. This helps reduce intermediary costs, thereby reducing service prices for consumers and increasing income for service providers. However, this poses a challenge for state management agencies in controlling service quality and ensuring the rights of both consumers and workers in the sharing economy.

Flexible and decentralized: Unlike traditional economic models, the sharing economy operates on a decentralized basis, where individuals can provide or use services flexibly without the tight control of a large organization.

This gives workers more opportunities to earn extra income and can work flexible schedules. For example, Uber drivers can freely choose their working hours instead of having to adhere to a fixed schedule like traditional taxi drivers. However, the lack of labor and social security constraints can put workers in the sharing economy at risk, such as not having health insurance, unemployment insurance or formal employment contracts.

Creating new business models and challenging traditional regulations: The sharing economy has spurred the emergence of many new business models based on the ability to quickly connect individuals and organizations. However, this model also poses challenges to the traditional legal system. Sharing services such as Airbnb raise questions about tax management and safety standards for short-term rentals. Similarly, Grab and Uber have caused many controversies about licensing and transport management. Governments

need to build flexible legal frameworks that both encourage innovation and protect the interests of stakeholders.

Great impact on consumer behavior and social culture: The sharing economy is not only a business model but also affects consumer behavior and social culture, promoting the shift from "owning" to "sharing". This trend contributes to the creation of a collaborative consumer community, in which people can share resources instead of purchasing and owning personal assets. However, there are also challenges of trust among participants, requiring sharing economy platforms to have a transparent review and feedback system to ensure safety and service quality.

2.2. Some current sharing economy models
a. Service sharing model

The service sharing model is one of the most popular forms of the sharing economy, based on a technology platform to connect individuals providing services with those in need of using them. Typically, Grab and Uber in the transportation sector, these platforms allow drivers to use their personal vehicles to provide flexible transportation services, helping to maximize the idle time of the vehicle and increase the driver's income. Similarly, the TaskRabbit platform acts as an intermediary connecting freelance workers with customers in need of services such as home repair, cleaning, or furniture transportation, creating flexible job opportunities without going through traditional companies (Frenken & Schor, 2017). The benefits of this model lie in optimizing social resources, reducing costs for consumers, and providing flexibility for workers. However, the biggest challenge of the service sharing model is the issue of protecting the rights of workers, because most of them do not have formal labor contracts, do not enjoy insurance or welfare policies. In addition, this model can cause fierce competition with traditional industries, leading to disputes about policy adjustment and labor market management.

b. Asset sharing model

The asset sharing model operates on the principle of optimizing asset utilization through a technology platform, allowing individuals or businesses to exploit economic value from underutilized assets. A typical example is Airbnb, a platform that connects home owners with tourists who need short-term rentals, thereby creating a more flexible accommodation market than the traditional hotel model. Thanks to this model, home owners can earn extra income, while customers have more accommodation options at more reasonable prices (Schor, 2020). Another example is WeWork, a shared workspace platform that helps small businesses, startups or freelancers access professional workspace without having to invest heavily in private offices. This model brings many benefits such as reducing resource waste, increasing access to services at lower costs and promoting business flexibility. However, it also poses challenges in terms of management and law. For example, Airbnb has encountered controversies related to tax management, regulations on safety for renters, and the impact on the real estate market in many major cities around the world. Developing a property sharing model requires appropriate policies to both take advantage of economic benefits and ensure compliance with legal regulations and the rights of stakeholders.

c. Knowledge and data sharing model

The knowledge and data sharing model is an important trend in the sharing economy, helping to disseminate information, knowledge and skills to many audiences through online platforms. One of the typical examples of this model is Wikipedia - an open knowledge repository built by the community, where users can share and edit information for free. In addition, online education platforms such as Udemy or Coursera also play an important role in providing diverse courses, from soft skills to advanced expertise, helping learners access knowledge without being limited by geographical distance or financial conditions (Hamari, Sjöklint & Ukkonen, 2016). The biggest benefit of this model is to expand access to knowledge for everyone, create lifelong learning opportunities and promote innovation. However, a major challenge is ensuring the accuracy and quality of content, especially for open platforms such as Wikipedia, where information may be biased or unverified. In addition, in the field of online education, competition between platforms also requires organizations to continuously improve the quality of teaching, improve the learning experience and ensure that certificates have practical value. For this model to be effective , content quality control mechanisms and supporting policies are needed to promote the development of open education and knowledge sharing in the digital age.

2.3. Factors affecting the sharing economy

The sharing economy is growing strongly under the influence of many factors, in which

technology, policy, market demand and social awareness play key roles.

First of all, technology is the core foundation that drives the development of the sharing economy. The advancement of artificial intelligence, big data and digital platforms has changed the traditional transaction method, helping to quickly connect supply and demand. Data analysis algorithms allow platforms such as Uber, Airbnb or TaskRabbit to optimize management processes, improve user experience and reduce operating costs (Schneider, 2017). Thanks to technology, transactions can take place instantly, creating favorable conditions for both service providers and users, while helping businesses maximize the efficiency of available resources.

In addition, policies and laws play an important role in regulating the operation of sharing economy platforms. Governments are increasingly interested in building a suitable legal framework to ensure the sustainable development of this model, especially in areas such as tax, labor and consumer protection (OECD, 2019). Without clear regulations, the sharing economy can create challenges of unfair competition, affect the rights of workers and raise issues of personal data protection (Zvolska, Voytenko Palgan & Mont, 2019). For example, platforms such as Uber or Grab have repeatedly faced controversies related to drivers' rights, as they are not considered official employees and do not enjoy social insurance regimes.

In addition, market demand is also an important factor driving the sharing economy. Changes in consumer behavior, especially the trend of prioritizing using services instead of owning assets, have paved the way for the strong development of this model. A study by PwC (2015) showed that 72% of consumers prefer to use sharing services rather than owning personal assets, because this model offers more convenience, flexibility and cost savings. In particular, in the context of rapid urbanization, renting cars, workspaces or short-term accommodation becomes the optimal choice compared to investing in fixed assets.

Finally, social and cultural perceptions play a significant role in the development of the sharing economy. Communities with a high awareness of environmental protection and resource conservation tend to support this model more. According to Hamari, Sjöklint, and Ukkonen (2016), factors of trust, social attitudes, and economic motivation strongly influence the decision to participate in the sharing economy. For example, in countries with a culture that emphasizes collaboration and sharing, such as Denmark or the Netherlands, this model has developed very quickly thanks to community support. Meanwhile, in places where there are still concerns about safety and privacy, the sharing economy may encounter certain barriers.

The sharing economy is not only a product of technology but is also influenced by many other factors, from management policies, market demand to social awareness. Understanding these factors will help policy makers and businesses develop sharing economy models that are sustainable and appropriate to the context of each country.

III. RESEARCH RESULTS
3.1. Overview of Hai Phong's economic development in the current period

During the 2020-2024 period, Hai Phong city has achieved remarkable economic achievements, demonstrated through the following specific indicators and figures:

Economic growth rate (GRDP): In 2024, the growth rate of gross regional domestic product (GRDP) is estimated at 11%, marking the 10th consecutive year that Hai Phong has maintained double-digit growth(GSO, 2024).

Economic scale: GRDP scale at current prices in 2024 is estimated at 445,995 billion VND (equivalent to 18.36 billion USD), putting Hai Phong in the group of 5 provinces and cities with the largest economic scale in the country.

Economic structure: In 2024, Hai Phong's economic structure will shift in a positive direction, with the proportion of digitalized economic sectors gradually increasing from 4.75% of GDP in 2020 to 5.01% of GDP in 2024.

Trade and services: Total retail sales of goods and service revenue in 2024 is estimated at VND 225,784.2 billion, up 13.58% over the previous year, exceeding the plan by 1.45%. The total number of visitors served by accommodation and travel establishments is estimated at 9.103 million, up 14.52% over the previous year.

Transport activities: The volume of goods transported in 2024 is estimated at 321.5 million tons, up 9.43% over the previous year. The number of passengers transported is 85.5 million, up 19.52% over the previous year.

State budget revenue: Total state budget revenue in the area in 2024 is estimated at 118,255.3 billion VND, equal to 120.86% of the estimate assigned by the Central Government and an increase of 10.77% compared to the estimate assigned by the City People's Council(GSO, 2024).

Investment attraction: In the first 6 months of 2024, Hai Phong attracted more than 1.1 billion USD in investment capital, bringing the total number of valid projects to 970 projects with a total investment capital of 30.47 billion USD as of June 20, 2024.

Development of marine economic sectors in Hai Phong in the period 2020-2024

Branch	2020 (billion VND)	2021 (billion VND)	2022 (billion VND)	2023 (billion VND)	2024 (billion VND)
Aquaculture and seafood processing	406.56	425.80	450.32	390.45	367.01
Travel services	783.57	1,200.42	3,388.28	1,134.45	985.30
Transportation, warehousing	520.67	610.23	705.45	825.60	900.25

Source: Hai Phong City Statistics Office (2019-2023)

In the period of 2020-2024, the situation of attracting investment capital into marine economic sectors in Hai Phong has many fluctuations. The aquaculture and seafood processing industry maintained a stable investment level in the early years but tended to decrease from 2023, showing challenges in production and the market. The tourism service industry witnessed a sudden growth in 2020 with the highest investment level, reflecting the strong development of marine tourism. However, investment capital decreased significantly in 2023-2024 due to the impact of the COVID-19 pandemic. Meanwhile, the transportation and warehousing industry had a stable growth rate, reflecting the important role of Hai Phong in the field of logistics and maritime transport. In general, Hai Phong is still an attractive destination for investors in the marine economy, but appropriate policies are needed to maintain sustainable growth momentum, especially in the fields of aquaculture and tourism.

During the 2020-2024 period, Hai Phong city has witnessed significant development of the sharing economy in many fields, contributing to promoting economic growth and improving people's quality of life.

3.2. The current status of sharing economy development in Hai Phong city

The sharing economy in Hai Phong has developed strongly in many fields, taking advantage of digital technology to optimize resources, reduce costs and improve service quality. The expansion of digital platforms in transportation, accommodation, logistics, employment services and finance not only promotes economic growth but also contributes to changing traditional business models.

a . Transportation

Ride-hailing apps such as Grab, Be, and Gojek have become popular choices for people in Hai Phong, providing flexible transportation services from technology motorbike taxis to technology taxis. These platforms not only help people move more conveniently but also create job opportunities for thousands of local drivers. Applying technology to transportation management helps optimize routes, save fuel costs and reduce traffic congestion.

In addition, Hai Phong has also deployed a public electric vehicle model, contributing to reducing greenhouse gas emissions and promoting green transportation trends. In the context of the city expanding industrial zones and attracting strong foreign investment, the need for modern, environmentally friendly transportation services is becoming increasingly urgent.

b . Accommodation and tourism

The development of Airbnb and homestay platforms has opened up more flexible accommodation options for visitors to Hai Phong. Instead of just choosing traditional hotels, visitors can rent apartments, villas or rooms at affordable prices, comfortable spaces and personalized service experiences.

In addition, community tourism models in localities such as Cat Ba and Do Son are also promoted. Tourists not only relax but also have the opportunity to experience local culture, participate in

The above results reflect the strong and sustainable development of Hai Phong's economy in the 2020-2024 period, affirming the city's important role in the national economy.

activities such as fishing, pottery making, and weaving with local people. This model helps local people have more income from accommodation services and experiential tourism, while raising awareness about natural resource conservation.

c . Logistics and warehousing

Hai Phong is one of the important logistics centers in the North with a large seaport system such as Dinh Vu Port and Lach Huyen Port. In the context of the boom in e-commerce, the demand for warehouses and express delivery services is increasing rapidly. Warehouse sharing platforms help businesses be more flexible in storing goods without having to invest in fixed infrastructure.

In addition, the development of express delivery services such as Giao Hang Tiet Kiem, Viettel Post, Ahamove has supported the optimization of the supply chain, ensuring that goods are transported quickly from suppliers to consumers. This is especially important in the context of Hai Phong city having a high industrial growth rate and becoming an important link in the global supply chain.

d . Employment and financial services

Short-term labor leasing platforms, fintech, and crowdfunding have opened up new opportunities for workers and startups. Many workers can find temporary work through online job applications without long-term commitments, meeting businesses' flexible recruitment needs.

In the financial sector, fintech applications help people access small loans and make quick electronic payments without going through traditional banking intermediaries. Furthermore, crowdfunding platforms have also emerged , helping startups raise capital from the community to develop products and services .

Results achieved:

Promoting economic growth and job creation:The development of the sharing economy has contributed to the city's GRDP growth. In 2024, Hai Phong's GRDP is estimated to increase by 11.01%, ranking 3rd in the country . Sharing platforms also create many new job opportunities, especially in the transportation and service sectors.

Increase resource efficiency and optimize costs:The sharing economy model helps to maximize the use of resources such as transportation, housing, and warehouses, reducing waste and operating costs. For example, instead of owning personal vehicles, people can use car sharing services, saving on maintenance costs and reducing pressure on transportation infrastructure.

Promoting innovation and digitalization of the economy:The sharing economy is the driving force for businesses and individuals to apply digital technology, creating new business models. The use of artificial intelligence (AI) and big data helps optimize services, improve user experience and increase competitiveness in the market.

Some limitations and challenges of developing sharing economy in Hai Phong city:

Incomplete legal framework and difficult tax management:The sharing economy model is developing rapidly, but the legal system has not kept up, leading to many difficulties in tax management and protecting the rights of workers and consumers. Monitoring income from sharing platforms and collecting taxes still have many shortcomings, causing losses to the state budget.

Competing with traditional business models:

Traditional businesses such as taxis, hotels, and restaurants are under great pressure from sharing economy platforms. This requires them to change their business strategies and apply new technologies to maintain their competitive advantage.

Not fully exploiting the potential in some areas:Although the sharing economy has developed strongly in transportation, accommodation and logistics, there is still great potential in education and healthcare that has not been effectively exploited. For example, online learning models combined with sharing learning resources, or platforms connecting home healthcare services have not been strongly developed in Hai Phong.

In general, the sharing economy in Hai Phong in the period of 2020-2024 has achieved many remarkable achievements, contributing to promoting economic growth and improving the quality of life of the people. However, for sustainable development, the city needs to continue to improve the legal framework, support traditional businesses to adapt and exploit the full potential of the sharing economy sectors.

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