

Abstract

Within the thesis, the concept of sharing economy is described and the relationship of cultural characteristics among different countries with its size and adoption is examined. The main aim is to understand whether cultural characteristics are significant at explaining the rate of adoption of sharing economy. The relationship between sharing economy size and non-cultural characteristics is assessed as well. This is done with the use of regression analysis.

Keywords: Sharing Economy, Digital Platforms, Hofstede, Cultural Dimensions, Internet Penetration, Economic Freedom

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