

Comparative Collaborative Consumption Business Models for Mexican Context

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Abstract:

This paper focuses on the positive and negative impacts experienced by business stakeholders on collaborative consumption (CC) in an emerging market context. The findings highlight the need for CC business models to adapt to the local context, and highlight how this context influences the type of stakeholder impacts. Specifically, the findings show that there is significant potential for CC business models to provide important social benefits by providing access to income generation to low- income service providers. This same social benefit, however, may create environmental costs, and so different contexts not only give rise to different impacts, but also different tensions and trade-offs.

Keywords: business model innovation, collaborative consumption, value creation.