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## THE COMMON CONSUMPTION ECONOMY — NEW SYSTEM OF VALUES AND TRUST

**KUKSA Valentyna,**

*Ph. D. in Economics,*

*Associate Professor of Department of Management and Information Technologies*

*Cherkasy Educational-Scientific Institute*

*of SHEI «Banking University»*

*e-mail: kuksavm15@gmail.com*

**Annotation.** *The analysis of the essence of the economy of shared economy (sharing economy) and the reasons for its occurrence have been carried out. The model of interaction and features of co-operation of participant-users of sharing is considered. Areas of common sharing platforms and their life cycle are highlighted. The world and national experience of the development of the economy of common participation is researched. Perspective directions, segments of the economy of the common consumption are proposed and its main obstacles are considered.*

**Key words:** *sharing economy, economics of common participation, economy of common consumption, sharing platforms, economy of trust.*

The purpose of the article "The Economics of Common Consumption — The New System of Values and Trust" is to clarify the features of the emergence of a sharing economy, the platforms of common participation and the transformation of the value system.

The essence of the economy of the common participation (sharing economy) and the reasons for its emergence are analyzed in the paper. The views of domestic and foreign scientists on the interpretation of the essence, the role of the sharing economy and its platforms are researched. The model of interaction, ideology and features of cooperation of users of sharing is considered.

The main stages and factors that influenced the emergence of the economy of joint participation were identified in the course of the researching. The main factors include: development of communication technologies, equality of participants in social networks, crisis of 2008 and the lack of financial resources, need to preserve the environment, transformation of the system of values — from hyper consumption and personal enrichment to trust, savings, mutual assistance, common participation of sharing users.

The analysis of spheres of distribution and leading services of common using is carried out. By the way, their life cycle and income from the countries of Europe and the USA from using of the economy

of common participation are considered. The experience of the establishment and development of the most influential public access services Airbnb and Uber is researched. In addition, the domestic experience of the development of the sharing economy has been clarified.

The perspective directions and segments of the development of the economy of common participation, in particular: the necessity of interaction of business and sharing services, introduction of a wide range of services (goods), improvement of identification of users is proposed in the article. Among the perspective segments of users of sharing platforms are the elderly, unemployed, single parents, students, children.

Today, the sharing economy is not just a combination of existing demand and supply through modern technology. This is a really revolution and reforming the concept of consumption as a result of changing the value system from excessive consumption to social exchange and mutual assistance. The key to further developing the sharing belongs to it arising evolutionary and developing independently of the actions of the government or large corporations. The main thing is the trust and consumers' feedback, as the world experience shows, so-called "sarafan radio", that remains the most effective factor in the development of the economy of common participation.

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