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SPECIAL EVENTS ASSET SHARING

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Abstract

Traditional practices which have great value to society like cooperation, supporting, sharing and social cohesion are diminishing. Events that require collaborative work are losing ground. The purpose of this paper is to create awareness and understanding of the traditional practices and to investigate new ways on how communities can reestablish sharing assets of special events by accessing to each other's resources aiming at reducing expenses and material wastage in communities. In the process important theoretical background of the sharing economy is provided, consisting key terms and practices that communities give great value.

Literature review of sharing economy and asset sharing in particular was carried out on google scholar and sank Finna data bases. The importance of modern technologies in sharing economy was reviewed from different websites. This was followed by quantitative research to reach out selected respondents.

The study found that sharing is declining even though people are willing to continue its practice. The results show that the current sharing methods and systems need changes to reestablish sharing economy. The modern technology and information age offer people new ways of coordinating sharing. Asset sharing can recover as technology is introduced and implemented as important service to communities.

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1 INTRODUCTION

1.1 Thesis Background

Special events include: weddings, graduations, cultural festivities, funerals, meetings and other similar community gatherings. As cultural heritage, Eritrean society enjoy joining and spending time together by organizing special events where organizers of events need special preparations to accommodate their visitors of the event. These events need collaborative work and sharing of resources from each other and bigger organizations in the community. Traditionally, economic practices encourage more resources utilization in Eritrean society. Special events assets were managed with care and used several times and stored for longer services.

The modern economic system however, created disruptions on the traditional socio-economic cooperation of communities. Collective ownership and management of resources are on their way out, putting the cultural practices in a state of confusion and coming of new resources at market prices. On the other hand, individuals tend to own more assets at their stores just as idle materials. However, individual ownership does not look the efficient way in meeting community needs. As traditional societies proved it, assets must be shared because some assets cannot be acquired by everyone due to the large amount of capital associated with owning them. Therefore, reinventing the sharing economy is necessity to sustain cultural practices of the society and support the disadvantaged.

1.2 Research Objectives and Research Questions

The main objective of this thesis is to identify better sharing services among the Eritrean communities. The research is aimed at analyzing the current sharing situation in the society from the community's point of view; pointing out the most effective way

of providing services of sharing assets and making suggestions on overcoming current sharing situations. with practical and trustworthy information, the author's goal is improving asset sharing management in the community and to make suggestions about strategies for further implementation.

To achieve the research objectives, the following research questions should be answered:

How to develop more sustainable and affordable Special Events asset sharing among communities?

Subordinate questions

1. What is the current situation of asset sharing in Eritrean communities?
2. What aspects of asset sharing economy can be improved?
3. What are the real challenges of special events asset sharing?

The desired outcome of the research is to provide the communities with suggestions concerning special events asset sharing in the community based on the answers to the research questions. The answers to the research questions are presented in the next Chapter and hopefully will assist the community in the future.

1.3 Theoretical Framework

The theoretical frame work of the thesis focuses on improving sharing services that can facilitate cooperation among individuals, lower prices of resources in the sharing economy, connect more people in the community to encourage socio- economic cooperation of the society. The improvements in sharing services will ultimately lead to resources utilization and sustainable development in the community by providing more information and creating accessibility of the resources needed.

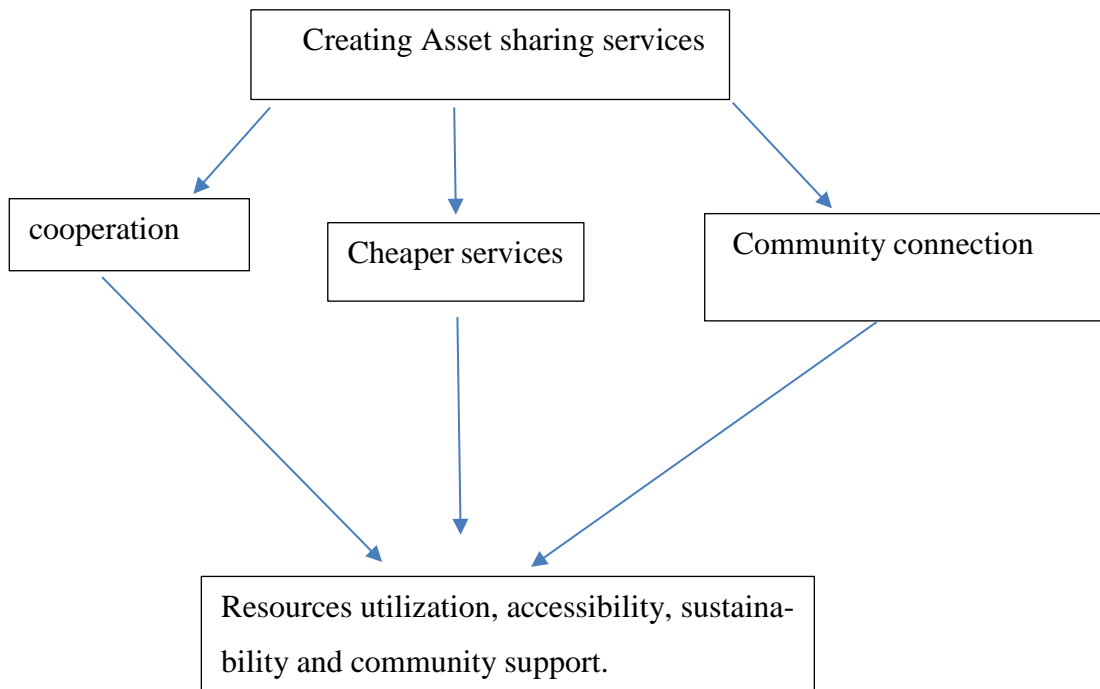


Figure 1: Conceptual framework of Asset Sharing

1.4 Research Methodology and Data collection

The literature review is based on scholars' publications in Google scholar and SAMK Finna mainly to understand values and innovations in the field. The search is to find relevant articles and authors to the asset sharing economy. As there are many related terms used interchangeably to the sharing economy, investigating and interpretation of the key word - sharing economy is used. Some key words closely related are also used by excluding many others that have less relevance to the asset sharing economy. The literature review depends on journals, articles and other reliable websites. The literature review however, could not get enough reading materials for referencing to the sharing economy. As a result, the paper may lack necessary data about this trending economic system progress. Furthermore, thesis focuses on Special events assets which is small part of sharing economy. This may not give complete picture of sharing economy. The empirical part focuses on collecting and analyzing data obtained from respondents through survey questionnaire.

2 THE ASSET SHARING ECONOMY

Nowadays sharing economy is gaining new attention among practitioners and researchers as developments with information and communications technologies have lowered the barriers of the sharing at large scale (Kaveh, Elizabeth & Davidson 2019). It can be safely stated sharing economy is appearing as upcoming socio-economic trend of enormous importance with a promise of sustainable development by providing access to individuals, building social capital and reducing environmental problems (Frederik, 2018). The sharing economy programs allow individuals to make their idle physical assets available to those who need them. Further, the world's economic and ecological meltdowns demand that now we design our livelihoods, our businesses, our communities, our food system, our housing and much more (Orsi, 2013, 22-25). This will lead us to the reinvention of the "sharing economy".

2.1 What is sharing

Sharing can have various meanings, in this thesis however, it refers to the community act of giving and receiving or joint ownership of resources. Resources can be shared to make full use of their capacities in order to save costs and resources (Frederik & Edelraud, 2018). As many scholars agree, the word sharing, and its practice is not new phenomena in societies; people shared their assets with friends, family and neighbors since they started to live in communities. Different from the traditional methods, new forms of sharing are appearing in recent years (Dinara, 2019). The new forms of sharing are internet based and can be shared between individuals or groups of providers and users in easier and faster way.

The modern sharing economy is gaining momentum as a sustainable way of earning income fueled by the internet and the rise of social media systems. These systems facilitate connections between peers and groups who want to share their resources. The internet has simply made sharing simpler and convenient. According to Frederik Plewnia there are four main factors driving the growth of sharing economy nowadays. 1) flexibility of business models; 2) convenience of online access to shared assets; 3) low barriers to entry for participants; 4) minimal regulations. As a result, users can

borrow assets from strangers easily because the internet decreased the transaction costs between participants (Kaveh, 2019). Internet business models' transactions are cheaper than similar transactions among participants who are buying goods and services in the classic economic field. Additionally, the sharing economy is getting attention as the earth's resources are in decline, large size of urbanization, social and demographic changes of this time (Davlembayeva, Papagiannidis, Alamanos, 2019).

Frederik Plewnia explained the financial crisis of 2007 – 2008 as turning point for the sharing economy pick up in recent years. According to him, people started to experience financial difficulties and evaluated their consumption patterns and the value of ownership. At the same time, many who lost their jobs on that time were offered attractive alternative by sharing companies like UBER. The most prominent sharing services are those based around accommodation and car services with the best examples Airbnb in accommodation and Uber in car renting around the world. Car and ridesharing services (e.g. Zipcar, car2go, Uber), rental platforms for private spare rooms (e.g. Airbnb) and resale platforms like eBay are popular examples (Frederik, 2018). Even though it is limited to small sectors, people can expand this into other areas of their interest. These new business areas are redirecting behavior of consumers from ownership of goods in the past, to temporary usage of materials in recent time (Thomas Puschmann, 2016). As noted by Puschmann the shift created convenience, lower prices and ecologic sustainability. The sharing economy consists many different terms with more similarities and small differences. They are worth of mentioning them.

2.2 Circular Economy

The circular economy is opposed to the modern linear model of resource consumption of the industrial societies based on the assumption of use and dispose (Delphine & Laperche, 2016). Circular Economy's goal is to increase circularity of resources usage to increase their overall value. Circular economy main activities include reuse, repair, recycling, sustainable supply and responsible consumption. Maximizing the use of resources can be achieved by efficient management proving their longevity and reuse until the end of their lifecycle. Used resources can also be circulated within other supply chains where possible to maximize the conversion of waste in to value. It is true

that implementation of circular economy, can contribute to sustainable development, strengthening social relations and contribute to the reduction of environmental impacts of human activities.

Scholars, governments, nongovernment organizations have recognized the apparent appeal of closing material loops, reusing and recycling industrial nutrients to extract their maximum value with minimum waste (Trevor & Roland, 2017). The central theme of circular economy concentrates on minimizing waste and resource extraction, economic growth potential, and environmental impact reduction. For this reason, the European commission has embraced the concept and helped businesses transition to circular economy. The first businesses focused on developing circular flows of energy and materials to reduce consumption of raw materials and energy in production which helps minimize waste and carbon emissions. As a result, businesses can reduce costs related to energy, waste management and emissions control. Organizations benefit from innovations in design and processes, allowing them to achieve competitive advantages. This economic model also involves businesses sharing costs and resources and can improve social performance. For example, Zero Waste Scotland provided guidance to small and medium businesses that are working towards a circular economy approach. Many other governments are doing the same to support businesses move towards circular economy in Europe and other parts of the world.

2.3 Cooperative and Access Economies

Some assets (example, agricultural and construction tools) are expensive to be owned by individuals, would be easier to manage them in a cooperative system in a way to benefit the community and the environment. Communities can extract maximum value of such assets not only by lowering the costs, but it will also create more sustainable structure for managing them. Cooperatives gather people or organizations to perform economic activities where every member has equal right of control and use. This had emerged centuries ago in reaction to the social and economic problems. Cooperatives play an important role in practicing responsible and sustainable economic practices. It is believed that this may help to adjust the imbalances created by capitalist economic practices. According to Benoit &Loic. 2017 cooperatives are of four kinds: user

cooperatives, worker cooperatives, banking cooperatives and business cooperatives. In user cooperatives members are the users of the goods or services produced by the cooperatives. Forming cooperatives can offer real advantages to members by providing products at lower prices and giving access to the materials they need at their request. For this reason, cooperatives were very influential in socio-economic activities of early communities. It is common cooperative economy to be involved traditional market practices of renting, lending, sharing, gifting of different resources (Osri, 2013).

Access economic system allows people to pay for gaining access to goods of their demand rather than owning them. Communities are accessing to heavy machines and tools for temporary usage as they cannot afford buying and owning them. At present people are trying to buy and own materials they need at market price. However, as traditional communities had proved it, it is possible to access resources without owning them. Communities or individuals can make varieties of agreements – agreement to borrow, share an asset, organize a group of friends, organize cooperatives, nonprofit or a service that support people access to assets. This can help meet people's needs and provide practical solutions in housing, food, work, household goods, transportation, and family care (Osri, 2013, 30). This can also play an important role to build a resilient economy in a society.

3 DEVELOPING PLATFORMS AS NEW MARKETS OF SHARING

21st century shows the biggest change of traditional market operations. Markets are at a point where one can order and receive things via the internet from remote parts of the world in short period of time. The volumes for accesses and transactions on the internet are large and growing fast, combined with growing mobile telephone networks has positively developed the effectiveness of communication among individuals and companies (Merlin et al, 2017). A service platform is a digital transaction market and information systems with physical facilities where interactions between individuals and economic agents can happen (Kazuaki & Anthony 2019). The interactions can

vary and include communications, engagements, collaborations and transactions. The rise of information and communication technologies have facilitated economic development and expansion around the world. This creates access to resources to empower the poor and disadvantaged. Technology gives great opportunities to improve and empower the lives of many people.

This new online market area is determined by integration of three fundamental technologies: the data, platform and hardware. The Internet is full of data and information that people would like to know. physical hardware is also an equipment that is sophisticated enough to be able to collate and process the vast quantities of data and interactions inevitable in advanced platform environments. Hardware affords connection points between digital and physical spaces. Developing such a platform create suitability and ease of use in the asset sharing, as this brings accessibility, ease of payment and efficient management. The service provider main task is facilitating the sharing process by identifying and assembling resources of the communities in his area to enable communities use them (Kaveh, 2019). The task is not easy. Assembling and reassembling resources takes a great deal of time, money and skill, but need to be done.

3.1 Accessibility and ease of payments

This is important part of the service, where communities get the opportunity to access resources of their interest. The goal of platform service is to help people share what they have to everyone in the community. The good thing is technology has made it possible to make payments even with far away owners of assets. There are no barriers for creating account and sending payment. Everyone in the community can participate and get assets of his interest and pick from their location without much problems.

Traditional banks are out smarted nowadays. It became possible in the internet technology to make payments fast and in low cost manner. Furthermore, Payment is also secure since transaction networks verify payments (Kazuaki, 2019).

3.2 Management

One needs a well set up service system to manage different and a bigger number of assets. The necessary resources for the platform would include; office building, computer, networks, internet connection, hardware, and skilled personnel. Different business models are flourishing using these resources to benefit from the advantages that the internet provides. Nowadays, it is hard to find companies and organizations without internet websites. Business platforms have been central to business successes of Apple, Google, Airbnb and more others (Merlin et al, 2017). In business platforms customers pay to access assets they want to rent or buy. This allows asset owners and users to develop alternative business models that attract customers. This is helping sharing economy to gain ground by facilitating how people own and consume assets. At the same time by connecting communities and supporting them to make sharing more efficient, business models (companies) have the potential to benefit from the sharing economy. Supporting people in their attempt to share would provide the business model with new market place and communities to sell and rent their assets.

4 HOW SHARING ECONOMY IS EVOLVING

4.1 Traditional practices

Forming organizations were main activities of sharing economy in traditional society. This would enable them to endure when individuals come and go from them. This has been important in creating resilient economy in respect to large assets (Osri, 2013). Communities had varieties of neighborhood organizations for sharing agricultural tools, construction materials, events gathering materials, coworking space. For equity sharing of the resources different dates were arranged to the individuals in the group. The individuals can agree on their own or use a lottery system to pick the dates of use. This is community managed resources usage to avoid any conflicts or disagreements.

Sharing depends on creating relationships and agreements among a group of individuals in a community about owning and managing assets of their interest. These things happen naturally among neighbors in a community who know and care to each other. However, this started to change due to change in socio- economic environment and effect of globalization in most developing countries.

4.2 Current situation of sharing

Now we live in a community of all walks, where we tend not to know our neighbors. This means we think less about our neighbors when we have something to share or they need our support. This is one of main problems of communities at present. The challenge is how to build communities that keep the value of sharing and improve it better to utilize more idle resource within the community. The goal is to increase the way we share, borrow, and lend among friends and neighbors in a community (Osri, 2013). The best way to do this according Osri Janelle is to make agreements for sharing and transacting. Agreements create a relationship that people can rely on to meet their demands. In that way it is possible to share large items with neighbors and friends.

5 LEADING TO SUSTAINALBLE DEVELOPMENT

Sharing has essential qualities and the potential of creating more sustainable development of society. Sustainability that includes environmental, economic and social benefits for society (Frederik, 2018) can be promoted by sharing a more efficient use of resources. Sharing facilitates community ownership, it localized production, encourage sharing, cooperation, small scale businesses, utilization of natural resources (Orsi 2013). According to Orsi, people do not need to wait for large organizations or business to offer solutions to them. The sharing economy is being built up by, from the ground up by every individual and group that chooses to begin consuming, transacting, and making a livelihood in a new way. Social networking and electronic marketing become easier among peers enabled by social networks and community platforms (Puschmann 2016). They link many consumers who are willing to share their resources

among each other. Smartphone with maps and satellite positioning can find a nearby room to rent or borrow a material. Additionally, electronic market platforms reduce the formerly high search and transaction costs. They create mechanisms for trust and reputation in anonymous markets (e. g. rating and feedback) and offer integrated fulfillment as well as payments functions (Puschmann, 2016).

The current economic system is based on a flawed assumption that the economy can grow continuously. However; the reality is people have already used earth's resources faster than they can be recovered. There is also an everlasting gap between the rich and the poor. This means the current economic system is not sustainable. The option looks adopting sharing economic system to lower the gap and distribute resources.

Even though sharing is growing on consumers demand for lower costs, it is also leading to environmental sustainability. The more consumers share the fewer Earth's resources will be consumed. This creates more efficient and sustainable mode of consumption. Apart from having economic consequences, sharing economy is claimed to have positive environmental and societal effects. It reduces environmental impact, results in an efficient utilization of physical assets and facilitates new social contacts (Kaveh, 2019).

As stated above the primary goal of sharing economy is to give communities and individuals control over their livelihoods and economic well-being. Widespread reliance of jobs is creating economic vulnerability to the individuals who depend on them. The economic recession of 2008 that left millions of workers jobless can be mentioned as an example. Workers have no control over the availability and diversity of job options. The new sharing economy however, can open new opportunities with sharing businesses, cooperative businesses, micro businesses, community- supported businesses which can help bring back livelihoods in to the hands of communities. The point is people can succeed if they form relationships and organizations that allow them to cooperate.

From a communicational perspective, sharing is related to conveying feelings, experiences, ideas or knowledge (Frederik, 2018). A sharing culture across geographies, communities, religions, ethnicities has a positive attribute to the society. Diversity is celebrated, collaborations between different groups applauded and incentivized.

Sharing and collaboration are vital lifeline connecting people at all levels; from the individual local levels; to that of neighboring communities.

6 SAFETY AND TRUST OF ASSETS

Sharing with our parents, coworkers, friends, neighbors and larger communities goes hand in hand with trust. It can be said to share is to trust. What keeps the sharing economy growing is trust. It is also natural that people would be worried about safety and security in sharing economy. But consider the online shopping, where people were not feeling secure when making a purchase from firms at the beginning. After conducting a successful purchase however, many are encouraged buying online shopping from firms that they never had contact. The same is true with sharing economy, sharing services can be good mediators between owners and users. Therefore, helping users trust in online transactions in the sharing economy is critical for its future development. Steinfield, et al. 2001 notes that social relations can facilitate trust, allowing exchanges without expensive contracts, thereby reducing costs. According to him social ties create obligation that can be powerful force in controlling opportunistic behavior. In his study, customers who make purchases preferred to limit their choice of supplier to people they knew or who had been recommended by someone they know. Introducing identity verification system can also help to solve this problem. Steinfield addresses the issue of identity, the collaborating 'who' that we must understand. Without trust and security, collaboration across the large distances of the Internet is quite hard. He examines how technologies of authentication and anonymity affect the role of trust and identity in the social networks of today.

6.1 Asset Management

Traditionally African societies developed community- based asset sharing systems and management. The management strategy of important assets (resources) has been evolved over a long period. To ensure effective asset utilization and prevent deterioration of their value stakeholders incorporated asset management. A shared vision and

action plan of stakeholders brings common understanding of asset management and benefits. Asset management plays important role in prolonging the life of asset services to bring significant returns in supporting communities (Hyden, 1983).

The success of this management is based on the right people, process and information technology joining together to form the bases of successful program. The service provider also requires appropriate organizational structure with roles and responsibilities clearly defined to ensure assets safety and protection. This is because it is not possible to gain profitability and sustainability without proper asset management. This will help to manage risks, demonstrate social responsibility, demonstrate compliance, prolong material life cycle, reduce maintenance costs, and increase material safety to mention some of many benefits.

6.2 Taking Risk in the sharing economy

Physical assets which move to different locations for use can be easily damaged, thus becoming not fit for purpose. the fact is that, the more people share, the more they expose each other to risks. By sharing things like cars, electronics, equipment, and tools, people can greatly reduce their needs to buy and own customer goods (Osri 2013). However, this brings up uncertainties because accidents could occur, properties could be damaged or lost. The responsibilities and expenses of damages can lead to disagreement between owners and users. Many other legal issues can be raised. This was one of the many reasons that deter some owners to share their assets. This brings in to disagreements on maintenance cost between users and owners of materials. This means implementation of some practices that reduce risks is essential. Being careful is most important particularly when it is to strangers and large groups share. In the sharing economy people rely on others to meet their needs. Reliance on others puts higher duty of care for everyone involved, this is because carelessness could bring a deeper impact on the owners and may seriously affect the sharing of resources that people are looking for.

6.3 Providing Repair and Maintenance Service

Carrying out constant maintenance is a must do and a question of economics (Teresa, 2018). Planned conservation and maintenance are key strategies for sustainable usage these practices require knowledge of traditional materials and techniques which can enhance sustainable repairs. These works require a skilled and qualified labor force. Involvement of all users in preventive conservation and maintenance processes with support manuals and instruction manuals could help community empowerment in material handling. Companies that have expertise in repair and maintenance can also participate in the sharing economy by “renting” that expertise to consumers. In addition, the more people share a product, the more that product is used, which increases the need for repair and maintenance services. Thus, maintenance activities play greater role to increase the life cycle of assets. Users and owners can agree on maintenance cost and select repairing companies.

7 QUANTITATIVE RESEARCH METHOD

The author finds the quantitative research method more suitable and useful to collect information from respondents with more closed ended questions and few open-ended options in the questionnaire. It is designed to be sent and responded by email, as this will give speed of data collection, lower cost of handling the matter. The author believes this has higher level of objectivity compared to other alternatives of primary data collection. The questions in the questionnaire will try to answer the Research Problem, current situation of asset sharing, its impact on the community, the changes needed to satisfy community demands of asset sharing and ways of handling the problem.

Mark & Krishnaswami, 2010 have discussed questionnaire as a technique of data collection in which each person is asked to respond to the same set of questions in a predetermined order. they defined questionnaires as one of the most popular quantitative research methods. Since each respondent is asked to answer the same set of

questions, it provides an efficient way of collecting data prior to quantitative analysis. Questionnaires contain various questions with prepared options which a respondent can choose from. Authors recommend designing questionnaires in an appropriate order and making them short and clear. This is to make respondents comfortable and spend some time to answer the prepared questions.

A questionnaire consists a combination of open and closed questions. Open- ended questions allow respondents to answer questions on their own way (Mark Saunders, 2006). Closed- ended questions however, provide a number of alternative answers from which respondents are instructed to choose. The closed- ended questions can be presented in several ways.

1. List questions – offering the respondents a list of responses on which they can choose.
2. ranking questions – respondents rate the level of importance of a certain issues or points by placing them in ranking order.
3. Rating questions – often used to collect opinions from respondents by forwarding a statement in which they can agree or disagree.
4. Dichotomous questions – respondents have to deal with two choices (True/False, Yes/No, Agree/Disagree).
5. Quantity question – used to measure the attribute data.
6. Propensity questions – respondents have to measure their intention to do something one more time.

7.1 Data collection

In a research, data has to be collected prior to analysis. There is no research if data is not collected (Krishnaswami, 2010). Therefore, data collection is the search for answers to research questions. There are two types of sources when collecting data to research questions. These are primary sources and secondary sources. The collection of data from both sources is to collect the necessary data and to find solutions to the main research problem which is identifying better asset sharing services in Eritrean communities. Data collected directly by the research staff for the specific project is referred as primary data. By contrast, data collected by some one else, for a different

purpose, are referred to as secondary data. There are pros and cons in using both types of data in a research. The advantage of primary source is that one has complete control over data creation process by first hand information which can be beneficial in obtaining best result of the study. However, collecting data from scratch can be time consuming and costly. The use of secondary source can save a lot of time, money and effort when you need to get your analysis done quickly and efficiently (Sheila & Steven, 121-123).

7.2 Questionnaire and data analysis

A questionnaire of closed questions and some open-ended questions is designed. It is administered on an online platform in order to simplify the process of gathering necessary data. The questionnaire was sent to one-time colleague working as secondary school teacher to facilitate data collection. The questions in this questionnaire were designed to: 1. Investigate current situation of asset sharing in the local community; 2. Understand the effects of sharing on socio -economy of the community; 3. Identify the motives of asset sharing; 4. Look for better ways of assets sharing in communities.

The facts and figures, which are usually received from the quantitative research, can be analyzed with the help of various statistical methods. The statistical analysis of data is well-established and serves the following purposes. It summarizes information into logical and meaningful form; makes exact descriptions possible; discovers casual facts; and draws reliable inferences. The statistical analysis can be descriptive and inferential (draws conclusions from the findings) Krishnaswami and Satyaprasad 2010. As they have mentioned, quantitative data can be presented in a form of figures, tables and graphs, which helps to interpret the gathered data and to draw conclusions.

7.3 Research trust worthiness

A good research can be evaluated by four aspects: credibility, transferability, dependability, and confirmability in order to provide a high-quality study to the reader.

7.3.1 Credibility

A researcher should have enough knowledge of the topic he/she is planning to research. Random selection of research to topic can be more difficult and makes the research less credible. Credibility follows two important techniques in qualitative research. Triangulation is one technique that every qualitative research should be familiar with. Using multiple methods, data sources, and observers the researcher tries to understand the topic of study. This helps the research finding to be rich and well developed. The second technique is sharing the data, interpretation and conclusion with participants which is useful to correct errors and provide additional information to the content. The researcher needs to collect enough data from respondents prior to making logical links between data and conclusions. Researcher should inform and ensure respondents that their responses will be used for studying purposes only.

The theoretical Frame work of the thesis focuses on improving services that can facilitate sharing of physical assets in communities. The research will look to previously done researches on asset sharing and connects the practical part of this thesis with the literature. This can help the researcher to evaluate whether the thesis can relate to previous results and applicable to other contexts (Harvey L. 2019).

Dependability is the researcher's care about the research process. This is verifying that research result is consistent and repeatable when checked by other researchers. This ensures nothing is missed in the research study. One best technique to establish dependability is to have an outside researcher to conduct an inquiry audit on the research study. This helps to examine the processes of data collection, data analysis, and the results of research study. It looks if right methods of data collection are chosen and the collected data really answer the research questions. The concepts of the study should be easy to read. The whole research should be well documented, logical and easy to understand (Harvey L. 2019).

Confirmability refers to the neutrality of the data and tries to find out to what extent are the findings affected by personal interests and biases. Confirmability links the findings and interpretations to the data. The correlation of the data and results should be explained carefully where any reader could follow and understand it (Harvey L. 2019).

8 RESEARCH RESULTS

This chapter presents findings of the research obtained from survey administered for research purpose. The survey questionnaire consists of 17 open ended and closed questions designed to reach 100 respondents. At the end of the survey 85 respondents were administered since some responses were incomplete. It is purely primary data collected directly from respondents in the selected place for the purpose of the research. Moreover, the results are presented supported by tables, graphs, and figures to make it easier to read and understand the content.

The results of the research cover the current situation of sharing, main obstacles in sharing, motives for sharing, respondents' opinions on sharing and measures needed to overcome the obstacles in sharing assets of special events. Participants were 100 with the age of 40 and above. This is because the researcher believes special events affect those older generations who have family life and take the responsibility of practicing special events in the community they live. 75% of respondents were men while the other 25% are women. This is because in Eritrea most economic activities and house hold revenues come from men while women are limited to raising children and house activities. So economic hardships are more felt on men and they can give more facts on how special events put pressure to the family economy. Furthermore, educational background is put in to consideration while selecting respondents. This was for the sake of online management and language problems. The respondents' answers to the research questions are as follows.

8.1 Popularity of asset sharing in different income groups

This was designed to find out about popularity of sharing among different income groups. figure 1 one shows how popular is sharing in different income groups.

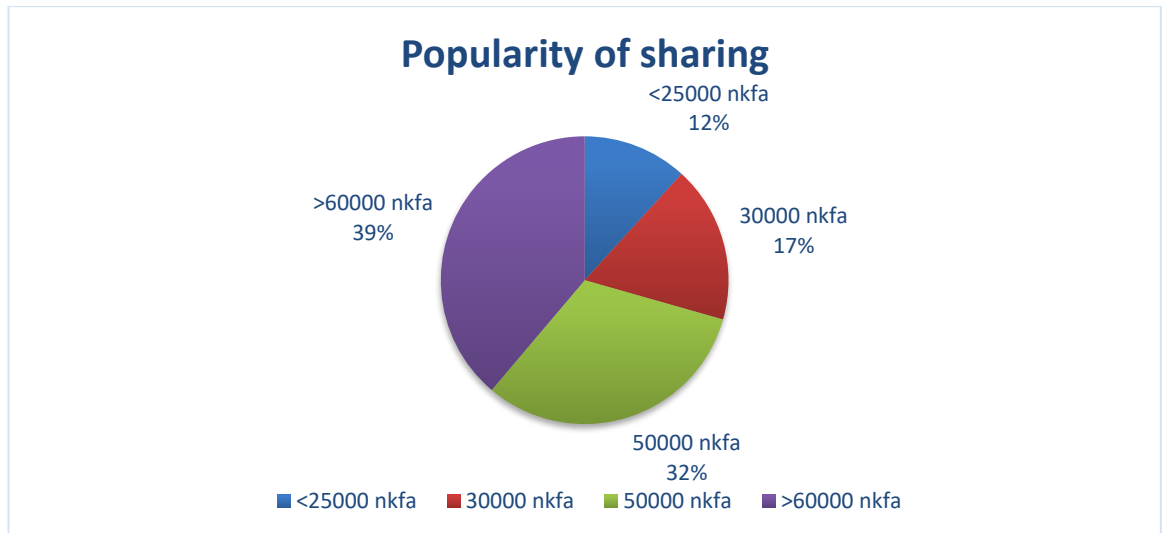


Figure: 1 popularity of asset sharing in different income groups(€ 1= 18 nkfa)

As the result show, special events sharing is linked to the income of the family. Those with higher income can afford sharing bigger and better assets for the events. When organizers of the event want larger house, wider space and vehicles cost of sharing goes beyond the family income. Thus, it became impossible for lower income people to afford renting special events assets. However, as it is shown in the figure even low-income people continue to share which can be small tools and materials in the community. It shows income is determinant to the kind of resources one is looking for as bigger resources need higher prices.

8.2 Community's opinion of asset sharing

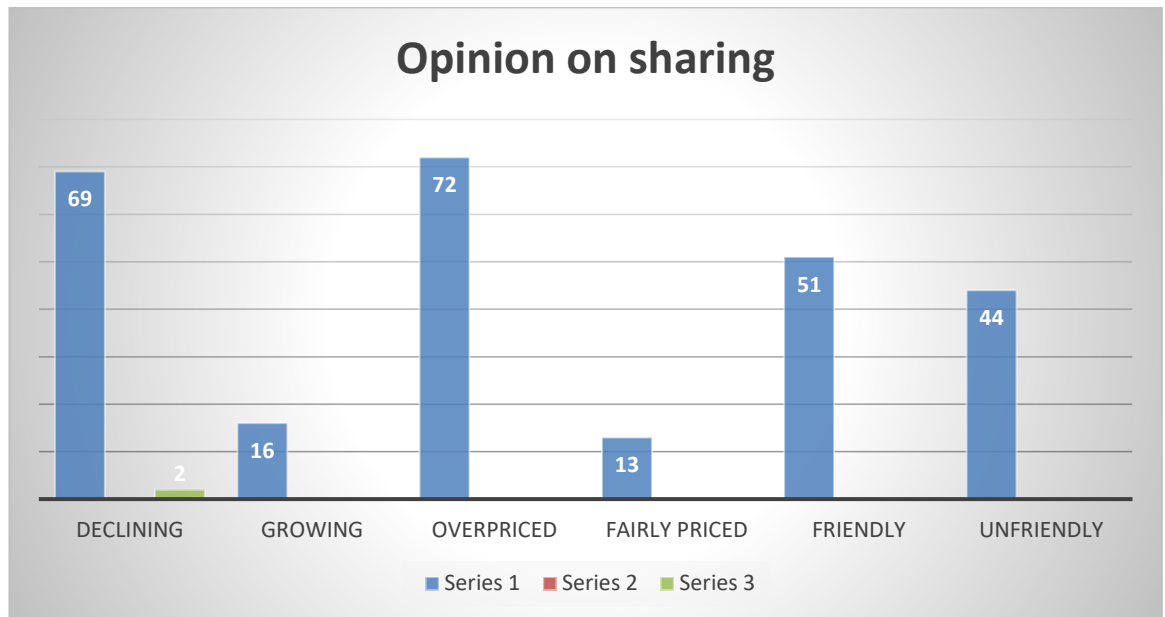


Figure 2. respondents' opinion on the current situation of asset sharing

Figure 2 investigates coverage, price and community attitude to asset sharing. The results clearly show that sharing of assets is declining in the community as more people depend on business markets even at higher prices associated to them. 69 respondents answered sharing is declining while 16 of them replied it is growing. 72 respondents say sharing is overpriced and 13 answered it is fairly priced. 51 respondents answered that people are friendly when sharing while the other 44 respondents answer was people are not friendly to share their assets.

8.3 Understanding the value of asset sharing

This is about understanding the value of sharing in their livelihoods and their environment. Special events always affect family incomes, it is not easy to organize them and do every single expense needed for the event. Not only that communities have large family size which requires them to organize many events. Therefore, special events happen frequently to many families. Sharing helps them to lower their expenses and own clean environment. Respondents who selected good value are 83% of all

responses, while those who wrote it has less value are 17% which means people are aware of the value of sharing for saving money and protecting the environment.

8.4 Motivation to access others resources

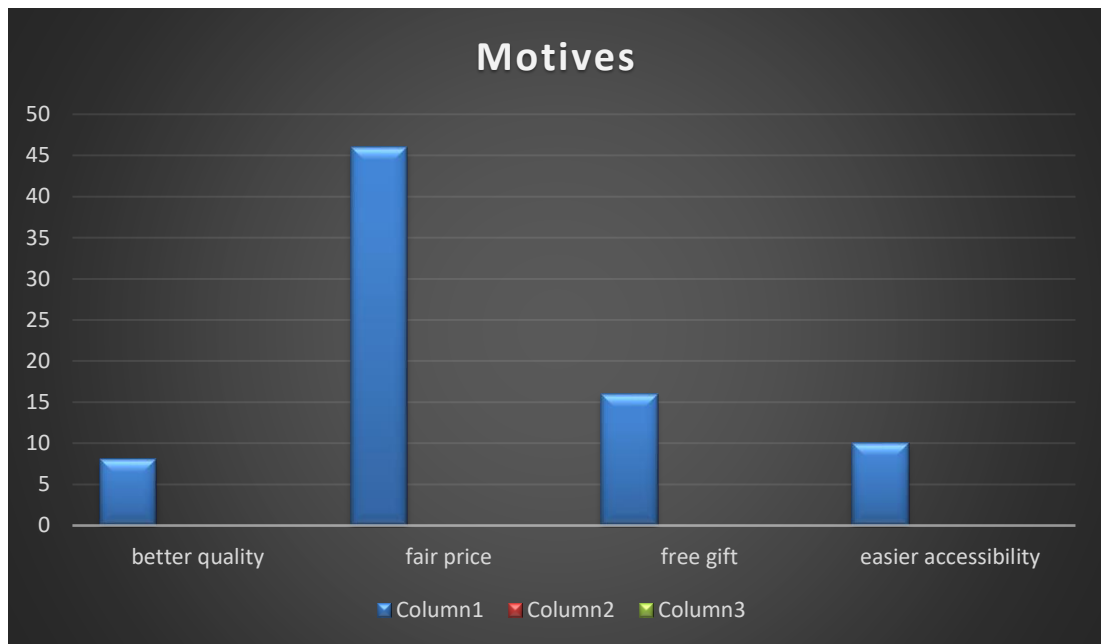


Figure 4: motives for sharing assets

The research wants to find out the motives for sharing. 44.1% respondents answered for fair price, followed by 18.8% free gift & 11.8% easier accessibility and the better-quality option is the lowest percentage which is 9.4%. It is clear from this response that people do not trust the quality of the assets, the real motive is saving money.

8.5 Telephone availability

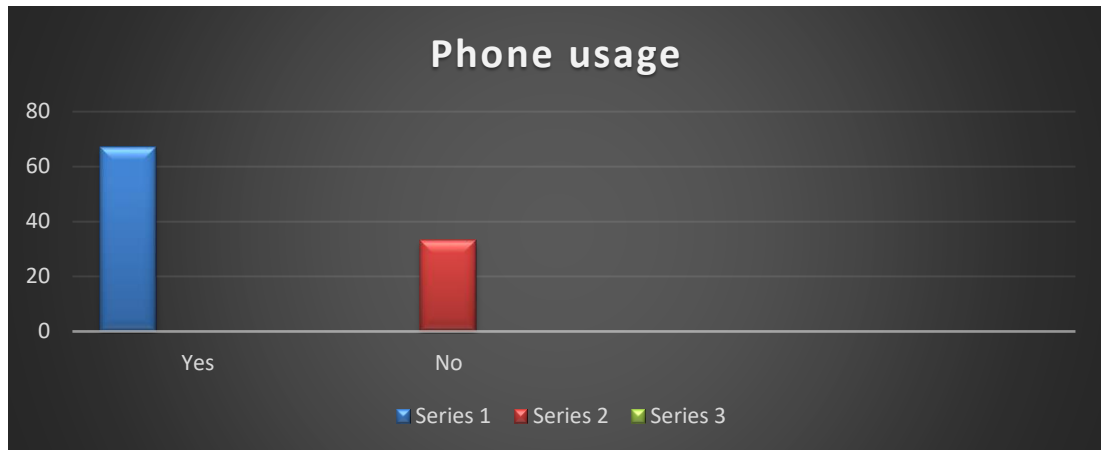


Figure 6: smart phone usage

Finding out the availability of smart phones in the community is important as this is the focus of the thesis. The availability of smart phones with internet connection and its convenience to serve large communities in a fast and better way is crucial for this thesis. 57 respondents say yes while 28 of them say no. the fact that 67.1% of respondents use smart phones with the availability of the internet can help them improve communication and facilitate connections in the community which is prerequisite in finding resources users need in their community. The author believes, technology is spreading fast and smart phone coverage will continue to increase in the country.

8.6 People's choice between ownership and renting

Here, respondents indicated their preference between ownership and renting of special events where 68 (80%) of them choose renting over ownership. Only 17 (20%) prefer owning the event resources. This shows owning event resources are not affordable to lower income families, those families do not stop practicing special events instead they try to use others' resources.

8.7 Present situation of sharing

The researcher wanted to know whether respondents agree or disagree on the statement about current situation of asset sharing in their community. The results show that existing sharing system is not sustainable. None of the respondents choose to the option of I agree completely. There were 12(14%) who choose some-how I agree. 25(29.4%) respondents selected somehow, I disagree, while most of them which is 48(56.5%) disagreed completely to the statement of current resources sharing.

8.8 Finding resources of special events

Table 1. methods of locating resources of special events in a community

Finding resources	Number of responses	%
Use own resources	3	3.5%
Neighborhood contact	15	17.7%
Business agents	50	58.8%
Cooperative organization	17	20%
total	85	100%

Table 1 shows the percentage of respondents who use different methods to find out resources in the community. As shown in the table business agents have the highest percentage followed by cooperative organizations. As the table shows people are relying on business agents even at higher cost since it is not easy to find cheaper resources or find idle assets of individual owners.

8.9 Factors that affect communities when organizing special events

Table 2. shows factors that affects people during special events

factors	Number of responses	%
transport	2	2.4%
Cost of materials	45	52.9%
Managing the materials	11	12.9%
Finding the materials	27	31.8%
total	85	100%

Organizing events is coupled with several factors from the beginning to the end. The organizers spend considerable time to organize it, calculate the expenses, search resources, secure the resources at the event day, and returning resources to their addresses. All these tasks affect organizers in terms of time and expenses. As shown in table 2 cost of resources and search of those resources are the factors that affect the organizers most.

8.10 Handling special events assets in communities

The results for best way of handling the special events resources looks quite interesting. Only 7.1% choose to rent from business agents, 4.7% want to own the resources, 51.8% are interested in forming cooperatives while 35.2% choose to borrow such resources from private owners. This is because business agents provide their resources at market price which are beyond families' incomes and owning the resources are not good choice due to their cost and storing space they can hold.

8.11 Sources of sharing for special events assets now

The results collected show people are depending on business agents rather than sharing sources. 55 (64.7%) respondents wrote business agents, 19(22.4%) people selected cooperative organizations, 11(13%) of them answered from individual owners but none of them selected online sharing services. Most people are dependent to business agents followed by cooperative organizations. Cooperative organizations charge big

money even though less than that of business groups. It tells that people do not have other sources of accessing assets for their special events.

8.12 services that can support communities practice sharing

Respondents have to give points according to their preference on internet platforms, cooperative organizations, business websites and neighborhood contact.

Business websites ($4*5 + 13*4 + 57*3 + 11*2 = 265$) points

Cooperative organization ($20*5 + 53*4 + 12*3 = 348$) points

Internet platform ($61*5 + 13*4 + 9*3 + 3*2 = 390$) points

Neighborhood contact ($5*4 + 27*3 + 53*2 = 156$) points

Highest point was on internet-based platforms with 390 points, forming cooperative organization scored second highest result with 348 points, business website followed by 265 points and neighborhood contact got the least points. This shows people are familiar with business website even though they are not their first choice due to their high price of their products. They are also aware of platform businesses though they did not manage to use them.

8.13 Ensuring sustainable resources usage

Some respondents see cooperatives as best solution in owning bigger materials that community need. Families from 50 – 100 who are neighbors can be organized and buy more durable materials and prepare storing space. This is the legacy of traditional sharing economy of Eritrean society which was interrupted due to the liberal economic system, urbanization and other movements of people. Most people still believe this is the best option if people can be organized for the same goal. Durable or quality products can give long term service thereby promoting sustainable resources use but are owned at higher cost. Therefore, cooperation of community members is needed to share the cost and continue their management.

Others suggested municipalities to play an important role in owning and sharing important assets that community need. Municipalities have wider space to keep the assets in their store. It is possible individuals to borrow from municipalities at fair price than

looking to business agents. This can also promote sustainable resources use in communities. There are also many idle resources in the community. These resources are not in use and most of the time owners are willing to share them. A system must be created where owners and users meet and share the resources easily. This can be done for free or at a fair price. Some people are practicing it but this is limited since it is not easy to find resource owners in the community.

8.14 Benefits of asset sharing to communities

Respondents listed different benefits of sharing. Events belong to all community members as the day gathers them all. There is neighbor's participation and contribution to the special day. Special events empower community relationships by supporting to each other during the event days. Guests are received and accommodated during their stay. This creates social cohesion and improve resources utilization in the community. There are different small and big resources needed for the event, when we are sharing purchasing these resources are avoided or reduced. Money is saved and product waste is minimized. Asset sharing leads to greater resources efficiency, less pollution and more profits. Reusing resources is a good way of protecting the environment and preventing pollution. The main concern in the community is consumption of products. people are producing tonnes of waste from the products they buy each year which leads to pollution and environmental degradation. It is possible to reduce consumption by practicing sharing community resources. more durable products can be used, so they can be reused by several users for longer period. Promoting a life style that reduce purchasing products creates friendly environment and sustainable economy.

8.15 Safety of the event assets

Loss and damage of resources is major concern for the event organizers and asset owners. Losses due to theft and damages due to management errors happen in many events. Event organizers take several steps to reduce damages and improve security of the assets. One way of safeguarding assets is assigning material keepers during the event day who are responsible for managing the assets. The person in charge make a quick walk-through the event area to check assets. This helps to prevent thefts in the first

place. Enables you to detect thefts. Not only that, the property keeper prepares a list of all large and small assets and mark them with colors and numbers which makes them easier to identify. Their mark and number identification are connected to the owners' address. This system makes it easier to identify which material belongs to whom and send them back to their address easily.

8.16 Responsibility of stakeholders

People don't take sharing as a serious business, it has more social value. It is done on the bases of cooperation for little benefits or for free. There is high trust in showing responsibility towards assets. However, sometimes owners file a complaint seeking compensation for the damages caused and materials lost. for this case the user is responsible, but events are communal, there is more care to the resources and community can support the event organizer if such problems happen. Such cases are most of the time settled by community support before determination of damages. The burden falls on the community at large. On small damages event organizer take responsibility to repair the assets and pay the cost of repairing.

8.17 Solving asset disputes

Normally people don't go to judges in these cases. No one is motivated to follow legal law procedures. So, it is conducted by negotiation to limit the extend of the claims, if disagreement continued it is solved by middle men and community support. The ideas and decisions of middlemen are well respected and obeyed by both users and owners of the assets. Most of the time compensations of the damaged or lost material are given at a very low cost since they are used resources. In addition, asset users want to keep better relations with owners, so when something wrong happens, they admit and try to do everything they can to compensate the owner. But if assets are from business agents, they borrow them at higher cost and the agents are responsible for their assets follow up as part of the business. If assets are borrowed from cooperative organizations, the lost and damaged resources need to be compensated according to organization's working rules.

9 SUMMARY OF THE SURVEY

To achieve the thesis goal, deeper review of sharing economy was carried out followed by survey findings of the targeted community. The author was looking for effective way of sharing assets in terms of time, cost and wider searching area. The data was collected through survey questionnaire from 85 respondents designed to understand their experience on special events asset sharing. The information obtained are reliable and valid.

The survey findings recognized the importance of asset sharing to the livelihoods of the community. As the findings reveal asset sharing plays positive role to increase social cohesion, resources utilization, improve economic inequalities and environmental degradation. It has positive role to build more sustainable economy and clean environment. With all its benefits however, the research results show sharing is declining and becoming unaffordable. One of the main reasons for its decline is people are still using the traditional ways of searching resources through contacting neighbors, friends and business agents. These methods are not suitable for coverage and saving time.

The survey revealed that majority of users were not satisfied with the current system of sharing. These old methods of sharing are areas that need change and improvement. The traditional sharing methods do not help the users to cover wider space and reach different resources in the community. These drawbacks on existing sharing system can be upgraded using modern technologies. The modern technology and the information age offer people many new ways to connect with, communicate about, and coordinate sharing. With enough availability of smart phones and the internet in the country, users will be able to benefit from online sharing services because this will improve searching time, area and cost. As online sharing service is introduced, asset sharing will recover and expand to cover wider communities to participate in the system.

Thus, by establishing a platform that bring people together, share their views, resources and information is possible to achieve the goal of improving sharing in communities. This is the best way to reach large communities and various resources. It can be named ASSET MANAGEMENT PLATFORM that stores, organizes and

shares the assets in the community. This allows different individuals of the community to quickly find assets of their demand.

Providers of the online service needs to talk to people on how they prefer to share assets, identify the most important assets needed for events, document the assets with owners' names and their addresses. Providing this service will help people to utilize the assets in the community in a more efficient and effective way, lower costs of payment, improve asset searching methods and show the correct address of assets that users want to access. This innovative method of sharing can motivate people to look back to sharing economy and reestablish it again as main economic system where everyone benefits by utilizing the resources they own.

9.1 Suggestions for further research

The existing economic system not only created disadvantaged people in both the developed and developing world, it also led resources mismanagement and environmental degradation. Researching on utilizing existing resources in larger circumstances can be an interesting subject. This thesis will help to look for creating better relationships in communities and use modern tools to enhance asset utilization.

The thesis focuses on Special event asset sharing which is a very small part of the sharing economy as such it does not give a deeper understanding of what is shared traditionally and modern methods of sharing. More research needs to be done to truck the rapidly growing or reemerging sharing economic system not only in small communities but at larger environment.

Even though the sharing economy is coming in to stage recently, scholarly and academic works are not that much on progress. There was no much attention given to this economic system. The economic system deserves intellectual's attention and more books need to be produced to handle it in a scientific way.

More work needs to be done to make sharing sustainable and an alternative to the present market economy. With improved services of sharing communities can be mobilized for this goal. Resources, if not used, they are a burden to owners, communities

and the environment. This understanding is important, and organizers and intellectuals should push their communities for sharing their assets until it reaches a point of no return. In addition, Children and young generations should be educated as part of school curriculum on resources utilization, so it can be reestablished as a culture among all users and owners.

Users are the beneficiaries of sharing; thus, they have to encourage owners to share their possessions by showing more care to the assets they have borrowed and acknowledging owners' contributions to the special event days and other activities in the communities. Elders can also use the event days to address the importance of resources utilization for economic and environmental benefits to their communities.

10 CONCLUSION

Though at different levels, people are participating in sharing economy. Considering bigger resources like agricultural machineries, laundries, videos, car rental, public libraries, buses and swimming pools that communities use, they are in the sharing economy, but people take less notice of them as part of the economy. People are trying to move away from this economic system by owning resources that they could share and maximize their utility. This means we are willing in to more consumption of products and services which leads to environmental degradation. The economy is not sustainable either, the gap of inequalities is wider from time to time. However; as technology advances, the sharing economy is showing a comeback at a faster speed and will continue to affect the modern economic system. This trend is to continue as the modern economic system is unsustainable. However, as noticed in Uber and Airbnb the sharing economy is considered as a threat to the modern economic system and it is facing regulatory problems. Therefore, making it more sustainable alternative is a must do and government regulation is needed as many companies join the economic system. From this paper we can understand as technology advances, people will be more innovative and flexible to move away from the unfair liberal economic system and focus in many small individual businesses and jobs that they can control and manage. The

new technologies and their flexibility will enable them to organize community resources and prolong their services not only to sustain their socio-economic practices but slowly move in to more sustainable economy and create better environment.

In the end it's all about creating a better society by giving more people access to things they would not be able to afford. Previous generations have proved this, and it is fresh in the minds of these present older generations. But a gap of generations is created. We have a young generation who focus on ownership. However, the present generation is experiencing unsustainable economic situation. On the other hand, they are equipped with the best tools of technology which can help them to be more creative and flexible to improve their livelihoods. Technology adoption can play great role to solve asset sharing current challenges.

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Appendix

Questionnaire on special events assets

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Dear respondents

The questionnaire is designed to find out how communities in the Eritrean society are sharing special events (wedding, graduations, festivities and other gatherings like funerals that brings people together for the event). Many different materials are needed prior the gathering day creating comfort for the guests of the event. Findings of this survey are aimed forwarding better ways of sharing resources and encouraging all members of the community to participate in this socio – economic system.

Your support is appreciated and rewarded with better services to our communities.

1. Respondents age-----gender----- level of education -----

2. In which income group is sharing more popular in your area? Please circle your choice?

< 25000 nakfa < 30000 nakfa 50000 nakfa > 60000 nakfa

3. How do you feel about assets sharing in your local area? Please underline the word that matches your view most closely.

declining ----- expanding (growing)

overpriced ----- fairly priced

unfriendly ----- friendly

4. Please circle the number that matches your view about special events assets sharing in your community.

Sharing has poor value for money and environment 1 2 3 4 5 6 7 8 9
10 good value for money and environment.

5. What motivates you to share or access others' resources for special events? Circle your choice.

better qualities lower price free gifts easier to access

6. Do you own smartphones?

Yes No

7. What do you prefer most about special event assets?

owning them renting them

8. special event resources sharing is in good shape in your community.

I agree completely somehow, I agree somehow, I disagree I disagree completely

9. How do you find the event resource when you plan to organize it?

use own resource neighborhood contact business rent cooperative organizations

10. What factor affects you most when organizing special event?

transporting materials cost of materials managing the materials finding materials

11. As communities continue to keep practicing their special events, what is the best way of handling the materials needed for the occasion?

renting from businesses owning the resources organize cooperatives
 borrowing from individual owners

12. What are the most popular sources of sharing resources for special events now? Circle your choice.

business agents cooperative organizations individual owners
 online sharing services

13. Which one can support communities access assets of their demand in a better way?

Please put numbers with best 5 and lowest 2 on your own view.

friends/relatives' information -----
 internet-based platforms - -----
 setting up cooperative organizations -----

neighborhood contacts -----

Please write your own view on the following questions within 2- 3 lines for each question.

14. how can communities ensure sustainable resources usage?

15. What are the benefits of special events asset sharing in your area?

16. How do you reduce loose, damage and other risks of the shared materials?

17. Who shoulders the burden if resources are damaged?

18. What dispute resolution do you use when there is disagreement on materials handling?

19. what countermeasures are taken to protect the environment?

