



BOOK OF ABSTRACTS

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Editors: Tea Šestanović & Blanka Škrabić Perić

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BUSINESS AND TOURISM**

Layoffs in the shared mobility industry: Trend analysis

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Abstract | The sharing economy is a novel business model which allows individuals to share assets with others via platform for a predefined price and period. The sharing economy has profoundly impacted the business environment, transforming traditional industries and creating new opportunities. Just some of the changes in the business environment due to the sharing economy are improved asset utilisation and efficiency, focus on access over ownership, development of new business models, as well as globalisation of services. Although these changes are mostly positive and the business model of the sharing economy is promising, this industry is not resilient to layoffs. This paper conducts a trend analysis of layoffs within the sharing mobility sector in the period 2020-2023, exploring the dynamics and implications of workforce reductions in this evolving sector. Secondary data available from the layoffs.fyi website will be used in the study. The conducted analysis will assess the magnitude and patterns of job losses and examine the broader impact on the shared mobility workforce. Research findings could contribute to a better understanding of the industry's employment landscape.

Key words | *layoffs, sharing economy, shared mobility, trend analysis*

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