

Uber or Not? A Comparative Study on Sharing Economy among Taiwan, Britain, South Korea and Philippines

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**ABSTRACT**

Sharing economy which is making good use of idle resources is getting popular all over the world. Everything can be shared from owners, including cars, houses, and even manpower. Owners make extra profits and users save their spending from the activities of sharing economy. But the sharing economy may impacts on traditional industries. Uber is an case that causes controversial issues. It is lawful in some countries, such as the Britain, and Philippines; however it is illegally rejected in other countries, such as South Korea and Taiwan. The motivation of this study is to research what are the factors of accepting or rejecting Uber. The governmental innovative processes and the impacts on traditional industries are also my main concerns.

I retrieved information from Wenzao library databases. These secondary data is got from associated essays, news, books and periodicals. In addition, I also collected my primary data by interviewing with traditional taxi dealers to have some findings according to my research questions. First, the main factors which different governments used to define Uber as a legal or an illegal industry. Second, the reactions from tradition industry, such as taxi, which suffered negative impact of Uber and how does it fight back for survival. Third, Uber's business model is not a disruptive innovation. These findings are my contributions to explain the development and controversies of Uber, as an emerging sharing economy, in Taiwan.

Keywords: Sharing economic, Uber, disruptive innovation