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Sharing activities underpinned by the technologies of the Internet have become dominant in the activities of individuals, business and governments. Recently, such sharing activity has grown from information and media content to wider resources, including money, physical goods and services — coined collaborative consumption. Sustainability is often cited as a key driver, underpinned by economic, social and environmental benefits. If successful, the sharing of such resources is likely to have a potentially disruptive impact on incumbents in traditional supply chains. However, given the embryonic state of its development, it is perhaps not surprising that collaborative consumption is not well understood in research or practice. With this in mind, this study undertook a four-stage Delphi study with 25 experts in order to identify the key drivers, inhibitors and likely future developments in collaborative consumption over the next 10 years. A key finding was that environmental concern (sustainability) was considered of minor importance. The paper rounds-off with conclusions and implications for practice and further research.

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