

2B—THE ACADEMIC LIBRARIANSHIP IN THE CORPORATE U #3

Marketing Sharing Mania: What Libraries Can Learn from the Collaborative Consumption Craze

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This paper examines collaborative consumption in the context of librarianship. While there has been much research about applying traditional business models to libraries, little academic work has been completed on using disruptive business practices such as the sharing economy model of product services and systems in libraries. The question “Should academic librarians apply disruptive business models such as ‘collaborative consumption’ to their work? Why or why not?” is explored via a systematic review and analysis. Specifically, this paper examines key success factors in the sharing economy (e.g., car sharing, Airbnb, and community gardens) and discusses how this model could be applied to advocate for and to market academic library services. Collaborative consumption models provide academic librarians with the opportunity to critically examine business models and economic forces that shape librarianship.