

Article

Mapping Data-Driven Governance in Sharing Economy Platforms: Algorithmic Management, Platform Control, and Value-Creation Mechanisms

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Abstract

Research on sharing economy platforms has expanded rapidly, yet the literature remains fragmented across studies on platform business models, gig work, algorithmic management, trust, reputation systems, artificial intelligence, and data-driven value creation. This article addresses this fragmentation through a bibliometric and systematic review of 660 documents retrieved from Scopus and Web of Science covering the period from 2010 to May 2026. A PRISMA-based protocol guided identification, deduplication, screening, eligibility assessment, and final corpus construction. The analysis combined performance indicators, co-citation analysis, keyword co-occurrence mapping, country collaboration analysis, longitudinal thematic evolution, strategic diagrams, and systematic content coding using Bibliometrix/Biblioshiny 5.4.1, VOSviewer 1.6.21, and SciMAT 1.1.04. The results show a marked acceleration of the field after 2020 and identify major research clusters around algorithmic labour and platform control, algorithmic management, trust and reputation, and dynamic pricing. The systematic coding further indicates that algorithmic management, reputation systems, dynamic pricing, surveillance, matching, and AI-enabled mechanisms recur across governance and value-creation processes. The study develops an integrative framework that interprets these patterns through four connected elements: data inputs, algorithmic mechanisms, governance functions, and value outcomes. This framework provides managers and regulators with a basis for assessing transparency, accountability, participant autonomy, value distribution, and the legitimacy of platform governance.

Keywords: sharing economy; platform economy; data-driven governance; algorithmic management; platform control; value creation; reputation systems; dynamic pricing; bibliometric analysis; systematic review



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1. Introduction

Sharing economy platforms have become a central object of research in business, management, information systems, tourism, transportation, labour studies, and platform studies. Early work in this field was largely framed around collaborative consumption, access-based business models, and peer-to-peer exchange, with an emphasis on the more efficient use of underutilized resources and the reduction in transaction costs through digital intermediation [1–3]. Over time, however, the empirical reality of platforms such as Airbnb, Uber, Deliveroo, Didi, Grab, BlaBlaCar, TaskRabbit, and Upwork has complicated this initial interpretation. These platforms do not simply enable exchange between peers.

They collect data, define rules of participation, rank users, recommend or impose prices, mediate trust, allocate visibility, evaluate performance, and sometimes exclude participants from the market.

This shift changes the analytical problem. The relevant question is no longer only whether sharing economy platforms enable access, collaboration, or new forms of consumption. A more pressing issue is how these platforms govern exchange through data-intensive and algorithmic mechanisms. Ratings, reviews, geolocation traces, behavioural histories, transaction records, response times, cancellations, search patterns, and user-generated content are converted into operational signals. These signals support matching, pricing, ranking, reputation scoring, trust-building, fraud detection, quality control, and performance evaluation. Data are therefore not merely a by-product of platform activity; they are part of the governance infrastructure through which platforms coordinate, control, and monetize exchange.

This development has produced a growing but fragmented body of research. Some studies examine the sharing economy through business models, consumer behaviour, sustainability, regulation, tourism, mobility, trust, and platform participation [4–7].

Other studies focus on big data analytics or emerging technologies in sharing economy contexts, including artificial intelligence, machine learning, blockchain, the Internet of Things, and cloud computing [8,9]. A further stream examines algorithmic management, especially in relation to gig work, digital labour platforms, and platform-mediated control [10–12]. These studies are closely connected, but they are rarely examined together through a data-governance lens.

This fragmentation matters for both conceptual and methodological reasons. Conceptually, the same platform mechanisms are often discussed under different labels. A reputation system may be treated as a trust mechanism in tourism research, as a quality-control mechanism in service management, as a disciplinary mechanism in labour studies, or as a data asset in platform business model research. Dynamic pricing may be analysed as an optimization tool, a fairness problem, or a value-capture mechanism. Matching algorithms may be studied as coordination devices, labour allocation systems, or opaque forms of platform control. As a result, the literature contains many partial accounts but lacks an integrated map of how data-driven governance connects algorithmic management, platform control, and value-creation mechanisms in sharing economy platforms.

Existing reviews have made important contributions, but they tend to remain either broad or thematically specialized. General reviews of the sharing economy have mapped the field, including its conceptual evolution, business models, sustainability implications, consumer adoption, regulatory challenges, and sectoral applications [5–7]. Reviews on big data analytics and emerging technologies have clarified the role of technological innovation in sharing economy services [8,9]. However, these reviews do not fully explain how data-driven governance operates as a cross-cutting structure linking platform rules, algorithmic systems, control mechanisms, and value creation. Nor do they systematically classify the concrete platform mechanisms through which governance is enacted.

This article addresses that gap by conducting a bibliometric and systematic review of data-driven governance in sharing economy platforms. The study combines performance analysis, science mapping, co-citation analysis, keyword co-occurrence analysis, longitudinal thematic evolution, and systematic content coding. The objective is not only to count publications, identify influential documents, or visualize thematic clusters. The aim is also to classify the substantive mechanisms discussed in the literature: what kinds of platforms are studied, what forms of governance are identified, and what value-creation mechanisms are associated with data and algorithms. In this sense, the paper moves

beyond a conventional bibliometric review and develops a more analytically grounded account of the field.

The empirical basis of the review is a final corpus of 660 documents retrieved from Scopus and Web of Science after applying PRISMA-based screening and eligibility criteria. The search covered the period from 2010 to May 2026, with records retrieved from Scopus and Web of Science up to 20 May 2026. This distinction is relevant because the search was designed to capture the emergence of the field, while the final corpus reflects the years in which eligible literature was identified. The corpus was analysed using bibliometric and science mapping techniques supported by Bibliometrix/Biblioshiny, VOSviewer, and SciMAT, and complemented by systematic coding of platform categories, governance mechanisms, and value-creation mechanisms.

The study is guided by the following research questions:

RQ1. How has the literature on data-driven governance in sharing economy platforms evolved over time, and what intellectual, conceptual, and thematic structures characterize this research field?

RQ2. Which data-driven governance mechanisms are most frequently examined in sharing economy platforms?

RQ3. How are algorithmic management, platform control, and value-creation mechanisms connected in the literature?

RQ4. What research gaps and future directions emerge from an integrated bibliometric and systematic review of this field?

The article makes three main contributions. It provides a structured bibliometric map of research on data-driven governance in sharing economy platforms, clarifying how the field has developed and where its main intellectual and conceptual boundaries lie. It also integrates research streams that are often treated separately: sharing economy platforms, algorithmic management, platform governance, data-driven value creation, and platform-mediated labour. In methodological terms, the study combines bibliometric analysis with systematic content coding, allowing the review to move from a descriptive map of the literature to a classification of platform categories, governance mechanisms, and value-creation mechanisms. Overall, the contribution of the article is not to offer another general review of the sharing economy, as that literature is already extensive. The contribution is more specific: to examine how the literature is increasingly engaging with data-driven governance and to develop an integrative framework that interprets algorithmic management, platform control, and value creation as closely related dimensions of contemporary sharing economy platforms.

The rest of the article is structured as follows. Section 2 develops the conceptual background and defines the analytical framework. Section 3 explains the materials and methods, including data sources, search strategy, PRISMA screening, bibliometric procedures, and systematic coding. Section 4 presents the descriptive, bibliometric, thematic, and systematic coding results. Section 5 discusses the main findings and develops the research agenda. Section 6 presents the integrative framework and its theoretical, methodological, and managerial implications. Section 7 outlines the limitations and future research directions, and Section 7 concludes the article.

2. Conceptual Background

2.1. Sharing Economy Platforms as Data-Driven Market Infrastructures

The sharing economy, gig economy, and platform economy represent overlapping but distinct analytical domains. The sharing economy primarily refers to digitally mediated access to underutilized assets, collaborative consumption, and peer-to-peer exchange [2,3,6]. The gig economy focuses more specifically on short-term, task-based,

and platform-mediated labour relationships in which algorithms allocate work, evaluate performance, and structure managerial control [11–13]. The platform economy is the broader category, encompassing digital infrastructures that coordinate multi-sided markets, organize transactions, and capture value through data, network effects, and algorithmic systems [14–16]. Although these concepts are not interchangeable, their boundaries have become increasingly porous because many contemporary platforms combine peer-to-peer exchange, access-based consumption, platform-mediated labour, and algorithmic governance.

Sharing economy platforms were initially understood as digital intermediaries that enabled access-based consumption, collaborative use of underutilized assets, and peer-to-peer exchange [2,3]. This interpretation helped explain the rise of platforms such as Airbnb, Uber, BlaBlaCar, TaskRabbit, and carsharing services as alternatives to ownership-based consumption and conventional service provision. However, as these platforms matured, it became clear that they do more than connect users. They define the conditions of exchange, regulate participation, structure visibility, mediate trust, and capture value from platform-mediated interactions [4,13].

For this reason, sharing economy platforms can be understood as data-driven market infrastructures. Their core function is not limited to intermediation. They continuously collect and process data from transactions, ratings, reviews, user profiles, geolocation traces, cancellations, response times, prices, and behavioural patterns. These data are transformed into operational signals that support ranking, matching, pricing, reputation scoring, quality control, and risk assessment. Platform-based exchange is therefore governed through data-intensive mechanisms rather than through simple peer coordination.

This view also explains why the boundaries between the sharing economy, the gig economy, and the broader platform economy have become increasingly blurred. The sharing economy traditionally emphasizes access and peer-to-peer exchange, while the gig economy is more closely associated with platform-mediated labour and short-term task allocation. Yet platforms such as Uber, Deliveroo, Didi, Grab, Airbnb, and Upwork combine both logics: they mediate distributed markets, rely on user-generated data, and use algorithmic systems to coordinate participation, allocate visibility, evaluate performance, and influence economic outcomes [11,12]. This overlap is not a conceptual inconvenience; it is one of the empirical signals that sharing economy platforms have become data-driven governance systems.

2.2. Algorithmic Management, Platform Control, and Value Creation

Data-driven governance becomes visible through the mechanisms by which platforms organize and control exchange. Algorithmic management refers to the use of data and algorithms to allocate tasks, set incentives, evaluate performance, monitor behaviour, and impose rewards or sanctions [10–12]. Although the concept is often associated with digital labour platforms, it also applies to sharing economy settings where hosts, drivers, riders, freelancers, consumers, and service providers are governed through rankings, ratings, price signals, automated recommendations, and access rules.

These mechanisms are not neutral technical features. They are forms of platform control. Reputation systems can generate trust, but they can also discipline providers through rating thresholds and visibility penalties [17,18]. Dynamic pricing can improve market efficiency, but it can also redistribute value and raise fairness concerns [19]. Matching algorithms can reduce search costs and improve coordination, but they may also reinforce information asymmetries when participants cannot understand how opportunities are allocated [20]. Platform control therefore operates through a combination of visibility, metrics, incentives, uncertainty, and automated decision-making.

At the same time, these mechanisms are central to value creation. Platforms create value by reducing transaction costs, improving matching efficiency, scaling trust among strangers, predicting demand, standardizing service quality, and expanding market liquidity [4,15]. Yet value creation and value capture are difficult to separate. The same data that help users find reliable services also allow platforms to optimize commissions, personalize prices, discipline providers, and appropriate behavioural information as a strategic asset [16,21]. Data-driven governance thus creates value by coordinating exchange, but it also shapes who captures that value and under what conditions.

2.3. Integrative Analytical Framework

This review is based on an analytical framework that connects four elements: data inputs, algorithmic mechanisms, governance functions, and value outcomes. Sharing economy platforms collect data from ratings, reviews, transactions, locations, behavioural traces, user profiles, and service interactions. These data are processed through algorithmic mechanisms such as matching, dynamic pricing, ranking, reputation scoring, task allocation, recommendation systems, and risk detection. These mechanisms then perform governance functions: they coordinate exchange, build trust, monitor behaviour, allocate opportunities, enforce quality standards, and exercise platform control. The resulting value outcomes include efficiency, scalability, market liquidity, revenue optimization, service quality, user trust, and value capture.

The framework helps clarify the analytical focus of the review. The study does not examine the sharing economy as a broad phenomenon, nor does it focus only on digital labour or technological innovation. Instead, it examines how data-driven governance connects algorithmic management, platform control, and value-creation mechanisms in sharing economy platforms. This perspective is useful because it treats ratings, reputation systems, pricing tools, matching algorithms, and platform rules not as isolated features, but as interconnected components of a broader governance architecture.

It also supports the methodological design of the study. The bibliometric analysis maps the intellectual, conceptual, and thematic structure of the field, while the systematic coding identifies the platform categories, governance mechanisms, and value-creation mechanisms represented in the corpus. Together, these two layers allow the review to move beyond a descriptive account of publication trends and toward a more precise understanding of how sharing economy platforms are studied as data-driven governance infrastructures.

3. Materials and Methods

3.1. Review Design and Data Collection

This study adopts a combined bibliometric and systematic review design to examine research on data-driven governance in sharing economy platforms. The bibliometric component was used to map the intellectual, conceptual, and thematic structure of the field, while the systematic component was used to classify the final corpus according to platform categories, governance mechanisms, and value-creation mechanisms. Previous bibliometric research has also demonstrated the usefulness of science-mapping techniques for identifying the main research areas and knowledge sources associated with data-driven decision-making in tourism management [22]. This mixed design was appropriate because the topic spans several research streams, including sharing economy studies, platform economy research, gig economy studies, algorithmic management, information systems, digital labour, data governance, and data-driven business models.

The review followed the PRISMA framework for the identification, screening, eligibility assessment, and inclusion of documents [23]. PRISMA was used not only to report the number of included and excluded records, but also to provide a transparent account of

how the bibliographic dataset was constructed. This is particularly important for a review that treats the bibliographic corpus itself as an analytical dataset.

The search was conducted in Scopus and Web of Science Core Collection, two databases widely used in bibliometric and systematic reviews because of their coverage of peer-reviewed literature across business, management, economics, information systems, computer science, social sciences, transportation, tourism, and interdisciplinary research. This broad coverage was necessary because the literature on data-driven governance in sharing economy platforms is not located in one disciplinary domain.

The initial coding was conducted by one researcher using a predefined coding framework covering three dimensions: platform category, governance mechanism, and value-creation mechanism. Ambiguous classifications were subsequently reviewed by the remaining authors, and coding consistency was verified throughout the review process. Discrepancies were discussed until consensus was reached. The final search expression was
 (“sharing economy” OR “collaborative economy” OR “platform economy” OR “gig economy” OR “peer-to-peer platform*” OR “ride sharing” OR ridesharing OR “home sharing”)

AND

(“data governance” OR “algorithmic management” OR “algorithmic governance” OR “platform governance” OR “platform control” OR “dynamic pricing” OR “matching algorithm*” OR “reputation system*” OR “rating system*” OR “big data analytics” OR “artificial intelligence”)

AND

(“value creation” OR “business model*” OR monetization OR trust OR control OR coordination)

In Scopus, the query was applied to titles, abstracts, and keywords using the TITLE-ABS-KEY field. In Web of Science, an equivalent query was adapted to the database syntax and applied using the TS field. Boolean operators and wildcard expressions were used to maximize retrieval coverage. The inclusion of adjacent terms such as “gig economy”, “platform economy”, “ride sharing”, and “home sharing” was intentional, as the literature on sharing economy platforms increasingly overlaps with research on platform work, algorithmic management, reputation systems, and data-driven platform governance.

The search covered publications from 2010 to 2026. Although the search window began in 2010, the final corpus contains eligible documents from 2012 to May 2026. No eligible records were retained for 2010 and 2011, and no eligible records were identified for 2014 and 2015. The year 2026 must be interpreted as incomplete, as the search was conducted up to 20 May 2026. The initial retrieval produced 854 records from Scopus and 499 records from Web of Science, resulting in 1353 records before deduplication.

No strict restrictions were applied regarding subject areas or publisher categories, to preserve the multidisciplinary character of the field. The corpus included journal articles, reviews, conference papers, and book chapters indexed in Scopus and Web of Science. This decision was made because relevant research on sharing economy platforms, algorithmic management, data-driven governance, and platform control appears not only in business and management journals, but also in information systems, transportation, tourism, sociology, labour studies, computer science, and interdisciplinary outlets.

3.2. Screening, Eligibility, and Corpus Preparation

After retrieval, records from Scopus and Web of Science were merged and deduplicated. Duplicate records were removed using Bibliometrix/Biblioshiny through DOI matching, title comparison, and manual verification. This procedure led to the removal of 365 duplicate records, leaving 988 records for screening.

The screening process was conducted in two stages. Titles and abstracts were reviewed to identify documents aligned with the research objective. At this stage, 202 records were excluded because they did not address the thematic intersection between sharing economy or platform-mediated exchange and data-driven or algorithmic governance. The remaining 786 documents were then assessed for eligibility through full-text review. During this stage, 126 documents were excluded because they were not focused on sharing economy or platform-based exchange, were not related to data-driven governance, algorithms, artificial intelligence, or platform control, or were irrelevant to the research objectives after full-text assessment. The final corpus consisted of 660 documents (Figure 1).

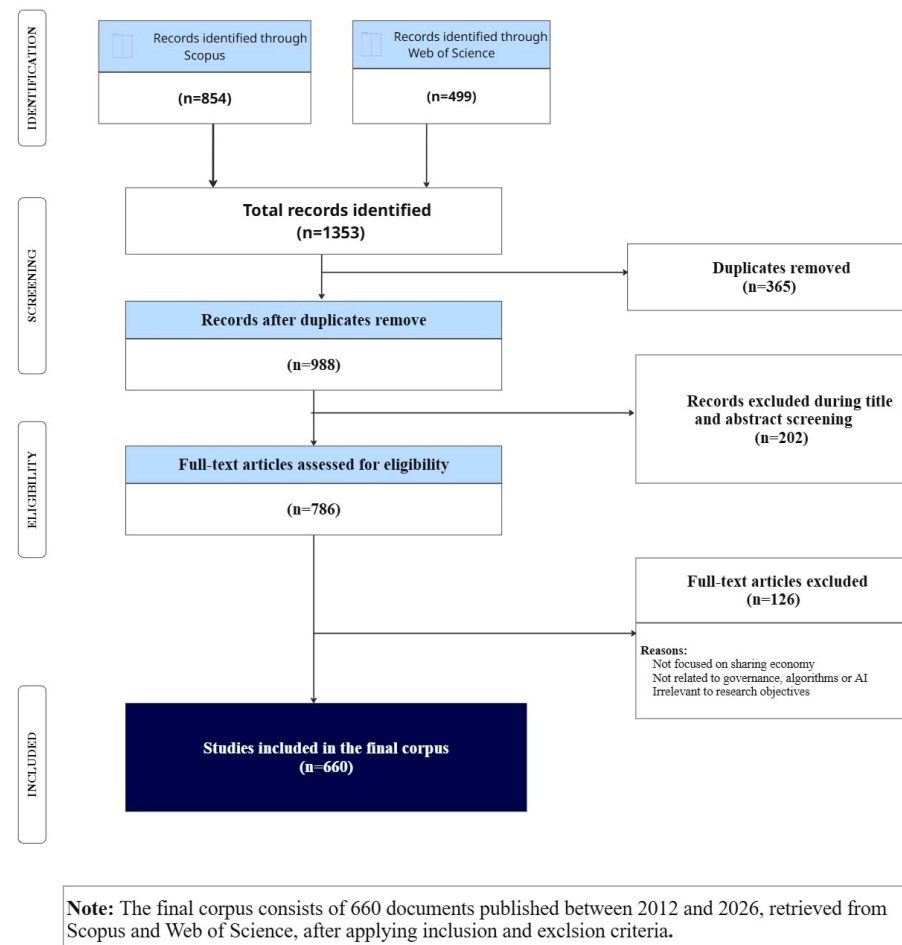


Figure 1. PRISMA flow diagram of the systematic review process. Source: Authors' own elaboration using MIRO based on the screening and selection process applied to the bibliometric corpus retrieved from Scopus and Web of Science.

Included studies had to meet three broad criteria. They had to focus on sharing economy, collaborative economy, platform economy, gig economy, peer-to-peer platforms, ride-sharing, home-sharing, or related forms of platform-mediated exchange. They also had to address at least one mechanism related to data-driven governance, algorithmic management, algorithmic governance, platform governance, platform control, dynamic pricing, matching algorithms, reputation systems, rating systems, big data analytics, or artificial intelligence. In addition, they had to connect these mechanisms to value creation, business models, monetization, trust, control, coordination, labour relations, platform-mediated interactions, or related managerial and economic issues.

Documents were excluded when the connection with the research objective was only nominal or incidental. This included studies in which the selected keywords appeared

in the title, abstract, or keywords but the article did not substantively address sharing economy platforms, platform-mediated exchange, data-driven governance, algorithmic or AI-based mechanisms, platform control, or value-creation processes. Studies were also excluded when they focused on artificial intelligence, big data, digital platforms, or technological innovation in unrelated sectors, or when they discussed general platform issues without a clear link to sharing economy, gig economy, peer-to-peer exchange, ride-sharing, home-sharing, or platform-mediated work. Documents centred only on technical implementation, without implications for governance, control, trust, coordination, value creation, or value capture, were not retained.

The final corpus was then prepared for bibliometric, science-mapping, and systematic coding analyses. This involved checking bibliographic fields, harmonizing author and indexed keywords, and standardizing terms before co-occurrence, co-citation, and longitudinal thematic analyses. A thesaurus-based cleaning process was applied to merge synonyms, spelling variants, singular and plural forms, abbreviations, and closely related expressions. This step was necessary because the field uses partially overlapping terminology, including “sharing economy”, “collaborative economy”, “platform economy”, “gig economy”, “platform work”, “algorithmic management”, “algorithmic governance”, “platform control”, “rating systems”, “reputation systems”, “dynamic pricing”, “matching algorithms”, and “artificial intelligence”. The cleaned keyword field was used to support keyword co-occurrence analysis, VOSviewer visualizations, SciMAT thematic evolution, strategic diagrams, and the construction of keyword occurrence and cluster tables.

The systematic coding also required an additional harmonization step. Specific platform cases were grouped into broader analytical platform categories: Uber, Didi, and Grab were classified as ride-hailing/mobility platforms; Airbnb as home-sharing/accommodation; Upwork as freelance digital labour; and Deliveroo as food delivery. Governance mechanisms and value-creation mechanisms were also standardized into analytically comparable categories, including algorithmic management, rating and reputation systems, dynamic pricing, platform surveillance and monitoring, matching and recommendation algorithms, AI-driven decision systems, trust and review mechanisms, algorithmic matching efficiency, data-driven personalization, labour flexibility and scalability, AI-enabled optimization, and platform ecosystem effects. This preparation made it possible to connect the bibliometric structure of the field with the substantive mechanisms examined in the final corpus.

3.3. Bibliometric Analysis, Systematic Coding, and Reproducibility

The final corpus was analysed using the Bibliometrix R package (version 5.4.1, running under R version 4.5.1. The R Foundation for Statistical Computing, Vienna, Austria), through its Biblioshiny web interface; VOSviewer (version 1.6.21; Centre for Science and Technology Studies, Leiden University, Leiden, The Netherlands); and SciMAT (version 1.1.04; University of Granada, Granada, Spain). These tools were used in a complementary manner. Bibliometrix/Biblioshiny was used for data import, bibliometric performance analysis, descriptive statistics, annual scientific production, citation trends, most cited documents, and country collaboration analysis. VOSviewer was used to visualize keyword co-occurrence structures, cluster maps, and density maps. SciMAT was used for longitudinal thematic evolution, strategic diagrams, and internal thematic network analysis. This combination allowed the study to integrate performance analysis, intellectual structure, conceptual structure, thematic evolution, and systematic content classification.

The bibliometric analysis was organized into four analytical layers. First, descriptive and performance indicators were calculated to examine the temporal and citation structure of the field. These indicators included annual scientific production, average total citations

per year, most cited documents, and international collaboration patterns. This layer was used to identify the growth trajectory of the literature and the most influential contributions in the corpus.

Second, the intellectual structure of the field was examined through co-citation analysis of cited references. In the co-citation network, nodes represent cited references and links indicate how frequently two references were cited together by documents in the final corpus. The main co-citation visualization was constructed using a threshold of cited references with at least 20 citations in the corpus, to obtain a readable core network. This analysis was used to identify the main knowledge bases supporting research on data-driven governance in sharing economy platforms.

Third, the conceptual structure of the field was analysed through keyword co-occurrence analysis. Keyword co-occurrence was used to identify conceptual clusters around sharing economy, gig economy, trust, reputation systems, algorithmic management, platform control, artificial intelligence, machine learning, dynamic pricing, mobility optimization, and platform-mediated labour. VOSviewer visualizations were used to represent the cluster structure and density of the keyword network. In addition, a keyword occurrence and co-occurrence cluster table was generated from the cleaned final corpus using the KW_Merged field. For the main table, keywords with at least five document occurrences were retained.

Fourth, longitudinal thematic analysis was conducted using SciMAT. The SciMAT analysis was based on co-word analysis after thesaurus-based keyword harmonization. Association strength normalization was used for network construction, and the Simple Centers Algorithm was selected for cluster detection. A frequency reduction threshold of at least two keyword occurrences per period was applied. Four temporal periods were defined to examine thematic evolution across the field. Strategic diagrams were interpreted according to centrality and density, allowing themes to be classified as motor themes, basic themes, niche themes, or emerging/declining themes. Internal thematic networks were also used to examine the structure of selected themes, including platforms, services, sharing economy, inequality, management, and machine learning.

Before conducting the co-word and thematic analyses, keywords were cleaned and standardized through a thesaurus-based procedure. This process involved merging synonyms, spelling variants, singular and plural forms, abbreviations, and closely related concepts. This step was necessary because the field uses overlapping terminology, including “sharing economy”, “collaborative economy”, “platform economy”, “gig economy”, “platform work”, “algorithmic management”, “platform control”, “reputation systems”, “rating systems”, and “dynamic pricing”. The cleaned keyword field was used for the keyword occurrence table, co-occurrence analysis, and SciMAT thematic mapping.

In addition to bibliometric and science mapping procedures, a systematic coding process was conducted to classify the final corpus according to three analytical dimensions: platform category, governance mechanism, and value-creation mechanism. Each document was assigned to a dominant category within each dimension. Dominant-category coding was adopted as a deliberate methodological choice to generate mutually exclusive corpus-level distributions, while the complementary multi-label sensitivity analysis was used to capture the coexistence and overlap of mechanisms.

Platform categories included general platform studies, gig economy/platform work, sharing economy general studies, ride-hailing and mobility platforms, home-sharing and accommodation platforms, freelance digital labour platforms, and food delivery platforms. Specific platform cases were grouped into broader analytical categories: Uber, Didi, and Grab were classified as ride-hailing/mobility platforms; Airbnb as

home-sharing/accommodation; Upwork as freelance digital labour; and Deliveroo as food delivery.

Governance mechanisms included algorithmic management, rating and reputation systems, dynamic pricing systems, platform surveillance and monitoring, matching and recommendation algorithms, trust and review mechanisms, and AI-driven decision systems. These categories were used to identify how platforms govern exchange, allocate visibility, monitor participants, structure trust, coordinate supply and demand, and exercise control through data-intensive mechanisms.

AI-driven decision systems were coded separately from algorithmic management and matching and recommendation algorithms. This category was assigned when artificial intelligence or machine-learning techniques were explicitly used for automated prediction, classification, optimization, or decision-making beyond routine task allocation, performance monitoring, ranking, or user-provider matching. Algorithmic management referred primarily to the coordination, evaluation, and control of platform participants, whereas matching and recommendation algorithms referred specifically to the allocation of users, providers, tasks, services, or content. Where more than one mechanism was substantively present, the dominant-category rule was applied for the principal coding, while secondary mechanisms were retained in the multi-label sensitivity analysis described in Supplementary Material.

Value-creation mechanisms included trust and reputation systems, algorithmic matching efficiency, dynamic pricing mechanisms, data-driven personalization, labour flexibility and scalability, AI-enabled optimization, and platform ecosystem effects. These categories were used to identify how platforms create and capture value through trust-building, matching, pricing, personalization, labour coordination, optimization, and network effects.

The systematic coding procedure complemented the bibliometric analysis. Bibliometric techniques reveal the structure, evolution, and clustering of the literature, but they do not fully explain which platform mechanisms are substantively examined. The coding procedure therefore allowed the review to move beyond publication counts and network visualizations toward a more precise account of how data-driven governance is operationalized in sharing economy platforms.

To support transparency and reproducibility, the study retained the original database exports, the merged datasets, the cleaned final corpus, the PRISMA workflow, and the bibliometric and science-mapping outputs generated during the analysis. The datasets, database exports, search strategy, PRISMA flow diagram, analytical outputs, and generated figures are publicly available in Zenodo at DOI: 10.5281/zenodo.20394013. The systematic coding protocol, including the codebook, coder responsibilities, pilot-testing procedure, decision rules, disagreement-resolution process, and multi-label sensitivity analysis, is provided in Supplementary Material.

4. Results

4.1. Descriptive and Performance Analysis of the Corpus

The final corpus consists of 660 documents retrieved from Scopus and Web of Science after the PRISMA-based screening and eligibility process. The search window covered publications from 2010 to 2026. However, the final corpus contains eligible documents from 2012 to 2026, since no eligible records were retained for 2010 and 2011. In addition, no eligible records were identified for 2014 and 2015. These years are retained in the temporal sequence to preserve the full search window and to show the discontinuous early development of the field. As shown in Table 1, the data for 2026 should be interpreted as incomplete because the literature search was conducted up to 20 May 2026.

Table 1. Annual scientific production in the final corpus, 2010–2026.

	Year	Documents
1	2010	0
2	2011	0
3	2012	1
4	2013	1
5	2014	0
6	2015	0
7	2016	7
8	2017	18
9	2018	19
10	2019	36
11	2020	48
12	2021	52
13	2022	72
14	2023	74
15	2024	93
16	2025	147
17	2026	92
18	Total	660

Source: Authors' own elaboration using Bibliometrix (R package) and the final bibliometric corpus retrieved from Scopus and Web of Science databases.

The annual production pattern shows three stages. The first stage, from 2010 to 2015, corresponds to an incipient and discontinuous phase, with only two eligible documents in the final corpus. The second stage, from 2016 to 2021, shows gradual consolidation: annual production increased from 7 documents in 2016 to 52 in 2021. The third stage, from 2022 onward, reflects a clear acceleration of the field. Publications increased from 72 in 2022 to 93 in 2024 and reached 147 documents in 2025. The 92 documents identified in 2026 suggest continued activity, although this figure cannot be compared directly with 2025 because 2026 was only partially covered.

This growth pattern indicates that research on data-driven governance in sharing economy platforms became especially visible after 2020. The increase coincides with the consolidation of research on platform work, algorithmic management, artificial intelligence, dynamic pricing, reputation systems, and platform governance. The expansion of the corpus is therefore not only quantitative. It also reflects a conceptual shift from early discussions of collaborative consumption and access-based exchange toward a more data-intensive understanding of platforms as governance infrastructures (Figure 2).

The citation trend shows strong variation across the period. The highest average citation impact is concentrated around 2016 and 2019–2020, which is consistent with the presence of highly cited foundational works on peer-to-peer markets, algorithmic management, gig work, and platform control. More recent years show lower average citation counts, as expected, because newer documents have had less time to accumulate citations. Citation performance should therefore be interpreted in relation to publication age rather than as a direct measure of current relevance (Table 2).

Average Total Citations per Year

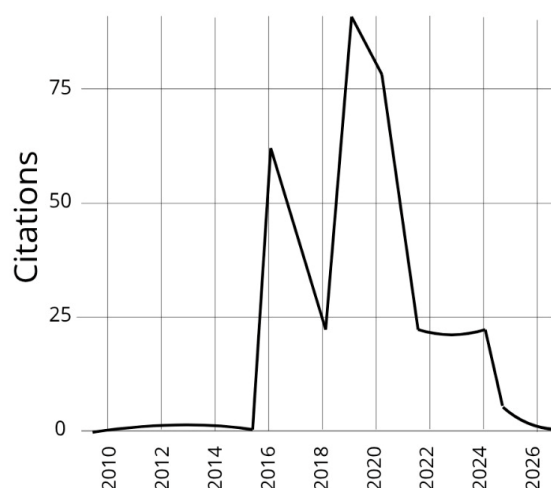


Figure 2. Average total citations per year in the final corpus. Source: Authors' own elaboration using Bibliometrix (R package) based on citation data extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

Table 2. Most cited documents in the final corpus.

No	Row.Names	Authors	Year	Source	Most Cited Documents	Total Citations
1	313	KELLOGG K.; VALENTINE M.; CHRISTIN A.	2020	ACADEMY OF MANAGEMENT ANNALS	ALGORITHMS AT WORK: THE NEW CONTESTED TERRAIN OF CONTROL	1351
2	174	WOOD A.; GRAHAM M.; LEHDONVIRTA V.; HJORTH I.	2019	WORK, EMPLOYMENT AND SOCIETY	GOOD GIG, BAD GIG: AUTONOMY AND ALGORITHMIC CONTROL IN THE GLOBAL GIG ECONOMY	1224
3	64	GANDINI A.	2019	HUMAN RELATIONS	LABOUR PROCESS THEORY AND THE GIG ECONOMY	563
4	101	VEEN A.; BARRATT T.; GOODS C.	2020	WORK, EMPLOYMENT AND SOCIETY	PLATFORM-CAPITAL'S 'APP-ETITE' FOR CONTROL: A LABOUR PROCESS ANALYSIS OF FOOD-DELIVERY WORK IN AUSTRALIA	447
5	360	SCHOR J.; ATTWOOD- CHARLES W.; CANSOY M.; LADEGAARD I.; WENGRONOWITZ R.	2020	THEORY AND SOCIETY	DEPENDENCE AND PRECARITY IN THE PLATFORM ECONOMY	378
6	97	TER HUURNE M.; RONTELTAP A.; CORTEN R.; BUSKENS V.	2017	JOURNAL OF CONSUMER BEHAVIOUR	ANTECEDENTS OF TRUST IN THE SHARING ECONOMY: A SYSTEMATIC REVIEW	337
7	41	EINAV L.; FARRONATO C.; LEVIN J.	2016	ANNUAL REVIEW OF ECONOMICS, VOL. 8	PEER-TO-PEER MARKETS	336

Table 2. Cont.

No	Row.Names	Authors	Year	Source	Most Cited Documents	Total Citations
8	106	HAHN G.	2020	INTERNATIONAL JOURNAL OF PRODUCTION RESEARCH	INDUSTRY 4.0: A SUPPLY CHAIN INNOVATION PERSPECTIVE	274
9	633	GUDA H.; SUBRAMANIAN U.	2019	MANAGEMENT SCIENCE	YOUR UBER IS ARRIVING: MANAGING ON-DEMAND WORKERS	241
10	627	LI M.; YANG Y.; WANG C.; QIN Z.; GONG Z.; WU G.; JIAO Y.; WANG J.	2019	THE WEB CONFERENCE 2019 - PROCEEDINGS OF THE WORLD WIDE WEB CONFERENCE	EFFICIENT RIDESHARING ORDER DISPATCHING WITH MEAN FIELD MULTI-AGENT REINFORCEMENT LEARNING	230

Source: Authors' own elaboration using Bibliometrix (R package) based on citation data extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

The most cited documents confirm the intellectual relevance of algorithmic management, platform labour, trust, peer-to-peer markets, and platform control within the corpus. The most highly cited contribution is Kellogg et al.'s work on algorithms at work, followed by highly cited studies on gig-work autonomy and algorithmic control, labour process theory and the gig economy, platform control, dependence and precarity in the platform economy, trust in the sharing economy, peer-to-peer markets, supply-chain innovation, on-demand worker management, and ridesharing dispatching. This citation profile reinforces the central argument of the review: the field is no longer structured only around sharing economy business models or collaborative consumption, but increasingly around algorithmic control, labour relations, trust, and data-driven coordination.

The geographical collaboration structure also shows that the field is international in scope but unevenly concentrated (Figure 3).

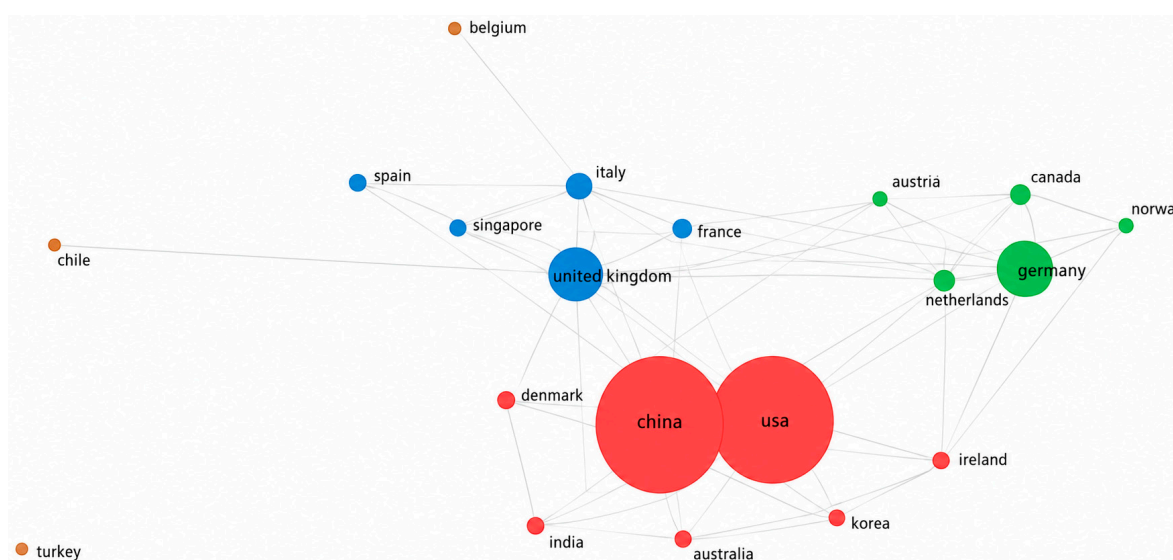


Figure 3. Country collaboration network. Source: Authors' own elaboration using Bibliometrix (R package) and VOSviewer based on international collaboration data extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

The country collaboration network shows China and the United States as the largest and most connected nodes, indicating their dominant role in the production and circulation of research on the topic. The United Kingdom appears as an important European node, with visible links to Italy, France, Spain, and Singapore. Germany, the Netherlands, Canada, Austria, and Norway form another connected collaboration area, while India, Australia, Korea, Ireland, Denmark, Belgium, Chile, and Turkey appear in more peripheral positions. This structure suggests that research on data-driven platform governance is global, but its collaborative core is concentrated around a limited number of countries.

4.2. Intellectual and Conceptual Structure of the Field

The intellectual and conceptual structure of the field was examined through co-citation analysis and keyword co-occurrence analysis. These two analyses capture different dimensions of the corpus. Co-citation analysis identifies the intellectual foundations of the field by examining which cited references are frequently cited together. Keyword co-occurrence analysis identifies the conceptual structure of the field by examining which terms appear together across the documents.

The co-citation network identifies the intellectual structure underlying research on data-driven governance in sharing economy platforms. It also reveals which references tend to be cited together and therefore form the main knowledge bases of the literature. The structure of the network shows a dense core around platform labour, algorithmic control, and algorithmic management, together with a more peripheral but still relevant set of references on sharing economy exchange, trust, reputation, and ride-sharing operations (Figure 4).

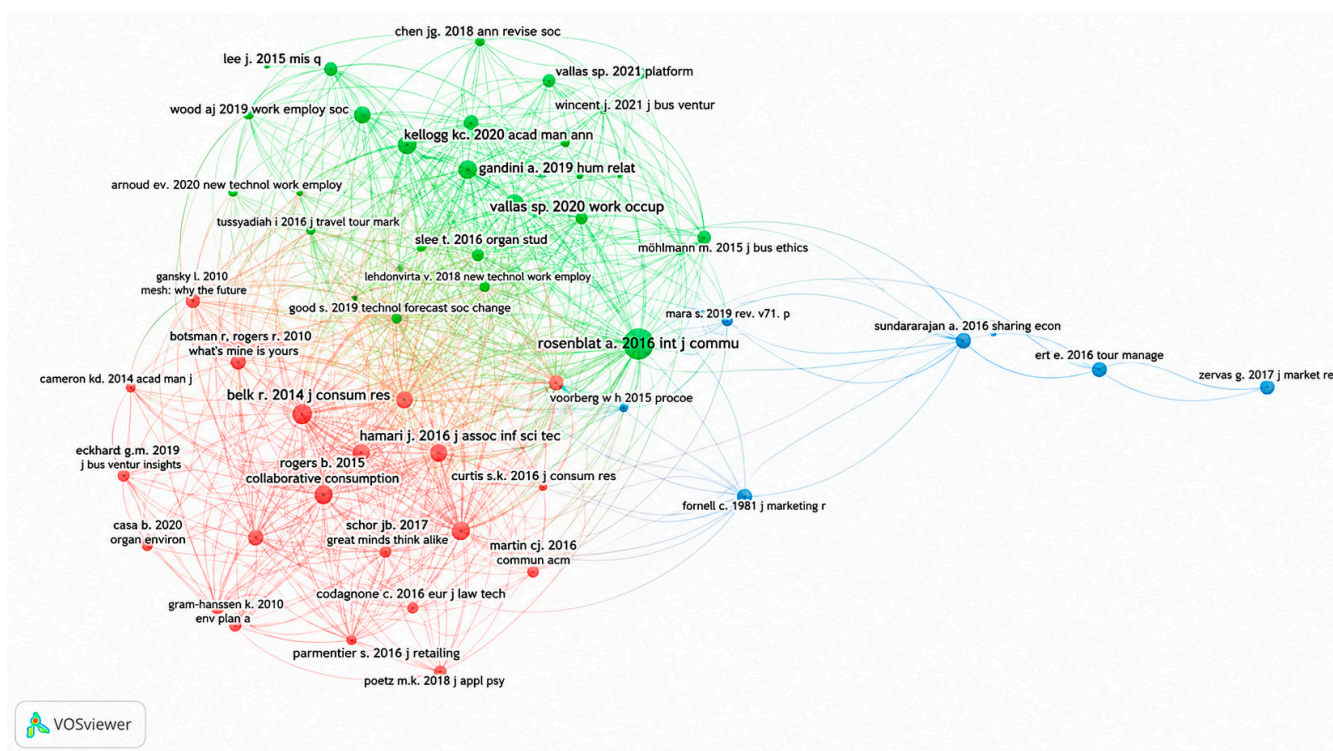


Figure 4. Co-citation network of cited references in the final corpus. Source: Authors' own elaboration using VOSviewer based on co-citation relationships among cited references extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

Table 3 summarizes the four main co-citation clusters, their size, citation concentration, and leading cited references. The largest and most citation-intensive cluster is associated with algorithmic labour, the gig economy, and platform control. This cluster

includes 32 cited references and accounts for 1053 citation occurrences, with an average of 32.91 citation occurrences per reference. Its leading works, including Wood et al. [24], Rosenblat and Stark [20], Gandini [25], Vallas and Schor [13], and Veen et al. [26], indicate that platform control, autonomy, labour process dynamics, and information asymmetries constitute one of the strongest intellectual foundations of the field. This cluster is particularly important because it shifts the analysis of sharing economy platforms away from simple peer-to-peer exchange and toward the governance of labour, visibility, and dependence within platform-mediated markets.

Table 3. Co-citation clusters, their size, citation concentration, and leading cited references.

Cluster ID	Cluster Label	No. of Cited References	Total Citation Occurrences	Mean Citation Occurrences	Top Cited References
1	Algorithmic labour, gig economy, and platform control	32	1053	32.91	Wood AJ (2019); Rosenblat A (2016); Gandini A (2019); Vallas S (2020); Veen A (2020)
2	Algorithmic management, governance, and information systems	32	918	28.69	Kellogg KC (2020); Duggan J (2020); Lee MK (2015); Möhlmann M (2021); Wiener M (2023)
3	Sharing economy, trust, reputation, and platform exchange	14	297	21.21	Ert E (2016); Zervas G (2017); Hamari J (2016); Belk R (2014); Edelman B (2017)
4	Dynamic pricing and ride-sharing operations	2	34	17.00	Cachon GP (2017); Bimpikis K (2019)

Source: Authors' own elaboration using Bibliometrix (R package) based on co-citation cluster analysis of cited references extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

The second cluster, also composed of 32 cited references, focuses on algorithmic management, governance, and information systems. With 918 citation occurrences and an average of 28.69 citation occurrences per reference, this cluster is slightly less citation-intensive than the first but equally central to the field's intellectual architecture. References such as Kellogg et al. [12], Duggan et al. [11], Lee et al. [10], Möhlmann et al. [27], and Wiener et al. [28] show that the literature increasingly examines how algorithms allocate tasks, evaluate performance, structure incentives, and embed managerial control into digital infrastructures. The proximity between the first and second clusters is analytically relevant: it suggests that algorithmic management is not developing as an isolated information systems topic, but in close dialogue with research on platform work, labour control, and gig economy governance.

The third cluster is smaller, with 14 cited references and 297 citation occurrences, but it represents the classical sharing economy tradition. Its leading references, including Ert et al. [29], Zervas et al. [30], Hamari et al. [3], Belk [2], and Edelman et al. [31], connect platform exchange with trust, reputation, collaborative consumption, peer-to-peer markets, and discrimination. This cluster provides the conceptual foundation for understanding how platforms enable transactions among strangers through reputational signals, reviews, ratings, and trust-building mechanisms. Although it is less citation-intensive than the labour and algorithmic management clusters, it remains crucial because trust and reputation are among the mechanisms through which platform governance becomes operational.

The fourth cluster is much narrower, with only two cited references and 34 citation occurrences. It focuses on dynamic pricing and ride-sharing operations, represented by Cachon et al. [32] and Bimpikis et al. [33]. This cluster should be interpreted with caution because of its small size, but it is substantively important. It captures the operational and

pricing dimension of data-driven governance, especially in mobility platforms. Dynamic pricing, demand prediction, and ride-sharing optimization are not merely technical issues; they are mechanisms through which platforms coordinate markets, influence user behaviour, and distribute value among platforms, providers, and consumers.

The co-citation results therefore provide the intellectual justification for treating algorithmic management, platform control, and value creation as interdependent dimensions rather than separate research streams. Taken together, the co-citation structure suggests that the field draws on several interconnected intellectual traditions rather than on a single knowledge base. These include platform labour and control, algorithmic management and information systems, trust and reputation in sharing economy exchange, and dynamic pricing in ride-sharing operations. The mapped relationships indicate that these research streams increasingly overlap within the literature. Accordingly, the framework developed in this study interprets algorithmic management, platform control, and value creation as closely related analytical dimensions, while recognizing that co-citation patterns alone do not establish substantive interdependence among them.

The conceptual structure of the field was then examined through keyword co-occurrence analysis (Figure 5).

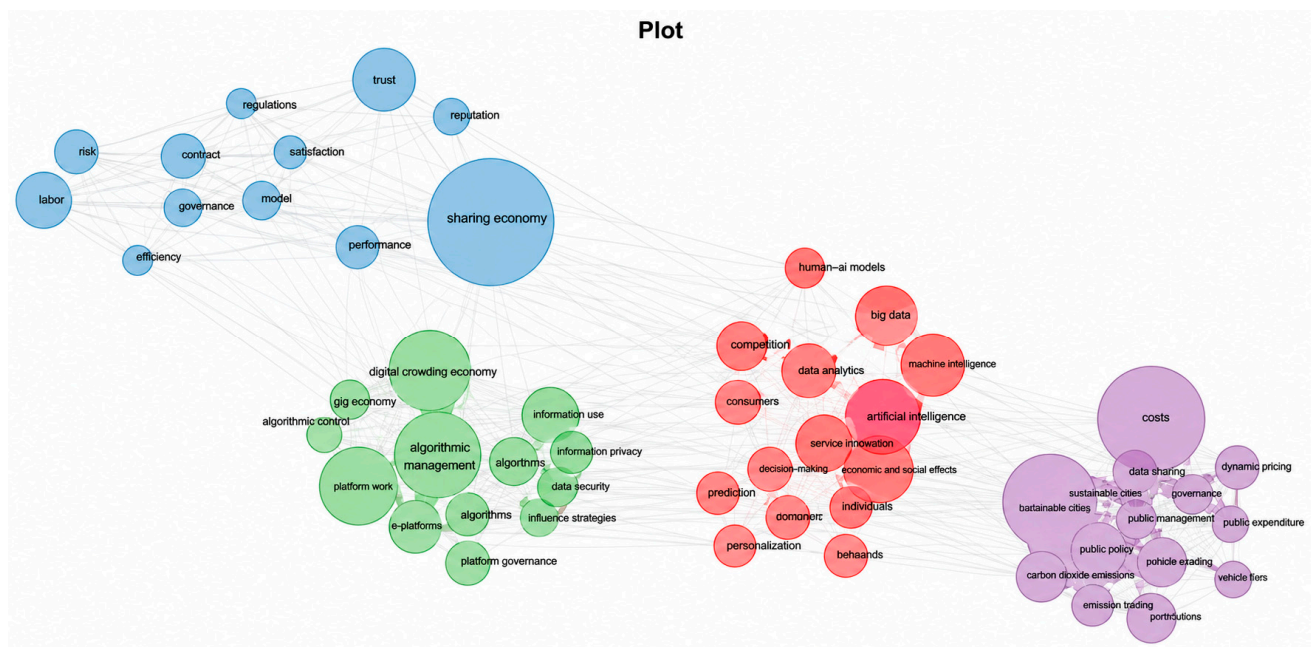


Figure 5. Keyword co-occurrence network of the final corpus. Source: Authors' own elaboration using VOSviewer and Bibliometrix (R package) based on keyword co-occurrence analysis extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

The keyword co-occurrence network shows that the field is organized around several connected conceptual areas. The first area is centred on sharing economy, trust, reputation, satisfaction, information, impact, performance, and model. This area reflects the established stream of research on platform-mediated trust, reputation systems, consumer confidence, and peer-to-peer exchange. It is especially relevant for accommodation and service platforms, where ratings, reviews, and reputation scores reduce uncertainty among strangers (Table 4).

A second area is organized around gig economy, labour, work, management, autonomy, reputation, algorithmic control, and platform-mediated employment. This area captures the convergence between sharing economy research and platform labour studies.

It shows that the literature increasingly treats platform governance as a question of control, dependency, worker autonomy, and algorithmic coordination.

Table 4. Main keyword co-occurrence clusters in the final corpus.

Cluster	Cluster Label	Main Terms	Interpretation
1	Sharing economy, trust, and reputation	sharing economy, trust, reputation, satisfaction, information, performance, model	Captures the established literature on trust-building, reputation mechanisms, and platform-mediated exchange.
2	Gig economy, labour, and algorithmic control	gig economy, labour, work, autonomy, management, algorithmic control, reputation	Captures the labour/platform-control side of the field and the convergence between sharing economy and gig economy research.
3	AI, data analytics, and platform business models	artificial intelligence, big data, information systems, commerce, business models, decision-making	Captures the data-driven and managerial side of platform governance and value creation.
4	Mobility optimization and dynamic pricing	ride-sharing, dynamic pricing, machine learning, costs, traffic control, travel time	Captures the technical-operational side of shared mobility, pricing, and algorithmic coordination.

Source: Authors' own elaboration using Bibliometrix (R package) based on keyword co-occurrence clustering extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

A third area connects artificial intelligence, big data, information systems, commerce, competition, business models, decision-making, and economic and social effects. This area is particularly relevant to the data-driven focus of the article because it links platform research with AI-based coordination, data analytics, and digital business models.

A fourth area is more operational and mobility-oriented, including ride-sharing, dynamic pricing, machine learning, costs, traffic control, public transport, travel time, and transportation optimization. This area reflects work on ride-hailing, shared mobility, algorithmic pricing, and resource allocation. Although more technical, it is central to the study because pricing, matching, and mobility optimization are concrete mechanisms of data-driven governance.

4.3. Thematic Evolution and Strategic Mapping

The longitudinal thematic analysis was conducted with SciMAT to examine how the field evolved across periods. The strategic diagrams classify themes according to centrality and density. Centrality indicates the relevance of a theme within the overall field, whereas density indicates the internal development of the theme. This allows themes to be interpreted as motor themes, basic themes, niche themes, or emerging/declining themes (Figure 6).

The thematic evolution map (Figure 7) shows a movement from broad platform and sharing economy concepts toward more specific concerns with algorithmic management, platform work, app-workers, trust, motivation, stress, price, technology, and management. In the earliest period, the field was organized around general themes such as sharing economy, two-sided platforms, services, and model. These themes reflect the initial effort to define the phenomenon and understand its business-model logic.

In subsequent periods, the field became more diversified. Themes such as platforms, employees, power, consumers, quality, machine learning, blockchain, risk, strategies, and

market became more visible. This indicates that the literature moved beyond definitional debates and began to examine actors, organizational dynamics, technological mechanisms, and platform-mediated power relations.

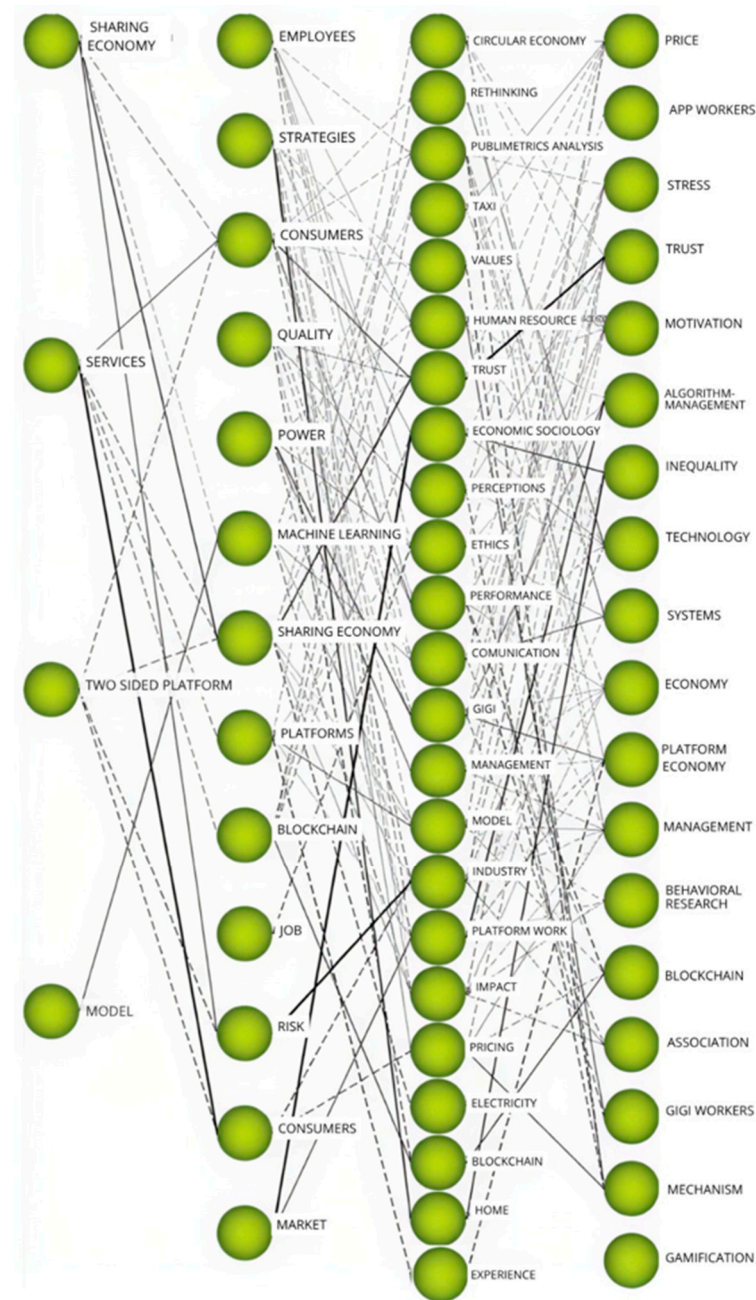


Figure 6. Thematic evolution of research themes across the analysed periods. Source: Authors' own elaboration using SciMAT and thematic evolution analysis based on keyword relationships extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

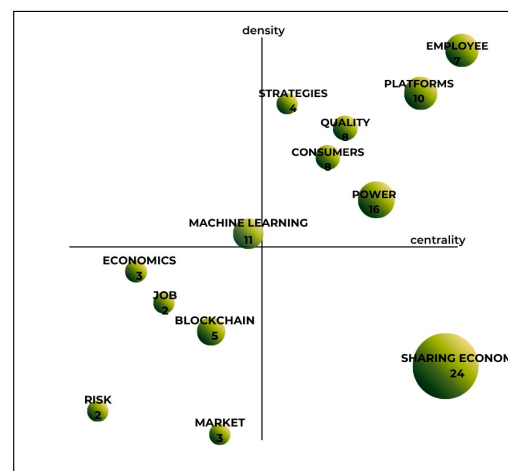
In the later periods, the thematic structure becomes more clearly aligned with data-driven governance. Terms such as algorithmic management, app-workers, trust, stress, motivation, technology, platform economy, systems, behavioural research, and management suggest that the literature increasingly focuses on how platforms govern participants through data, algorithms, ratings, rankings, incentives, and behavioural monitoring. These patterns are consistent with a shift from viewing the sharing economy primarily as a model of access and collaboration toward interpreting it as a data-driven governance infrastructure.

The strategic diagrams provide a more detailed view of thematic development. In the earliest period, sharing economy appears as the dominant and highly central theme, while two-sided platforms, services, and model appear as smaller and less developed themes. This reflects the foundational stage of the literature.

Period 1:



Period 2:



Period 3:

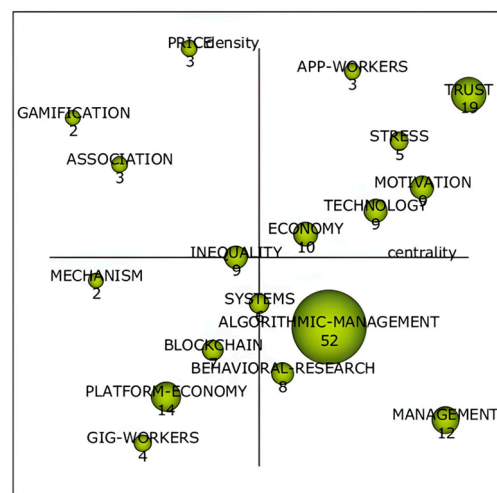


Figure 7. Cont.

Period 4:

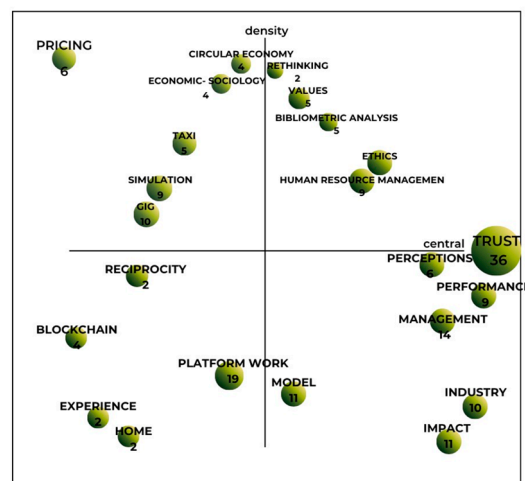


Figure 7. Strategic diagrams of thematic development across periods. Source: Authors' own elaboration using SciMAT based on thematic mapping and strategic diagram analysis of keyword clusters extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

In the second period, the field becomes more diversified. Themes such as platforms, employees, power, consumers, quality, and machine learning appear more prominently. The presence of machine learning is relevant because it anticipates the later consolidation of data-driven and algorithmic approaches.

In the third period, trust emerges as a highly prominent theme. This is consistent with the importance of reputation systems, reviews, ratings, and platform-mediated confidence in sharing economy research. At the same time, themes such as management, performance, industry, impact, ethics, human-resource-management, platform-work, and model indicate the growing connection between platform exchange, organizational issues, and labour-related concerns.

In the most recent period, algorithmic management emerges as one of the most visible themes. It is accompanied by gig economy, platform economy, app-workers, trust, stress, motivation, technology, behavioural research, systems, inequality, and management. This configuration suggests an increasing convergence between sharing economy research and gig/platform labour research. It also indicates that algorithmic management has become an increasingly important analytical lens through which platform governance is examined.

The internal thematic networks generated by SciMAT (Figure 8) provide additional detail about how selected themes are structured. The internal network for platforms connects terms such as gig-work, employment, participation, crowdwork, digital platforms, business models, internet, rankings, organizational forms, Taylorism, and politics. These findings confirm that the platform theme is not purely technological; it is connected to organizational control, work arrangements, rankings, and institutional debates.

The internal network for services links artificial intelligence, collaborative consumption, business models, economics, and technology. The results indicate that service-related research increasingly connects sharing economy services with AI, technology adoption, and economic value creation.

The sharing economy internal network is centred on trust, reputation, Airbnb, online trust, risk, trustworthiness, reputation systems, e-commerce, consumption, and trust mechanisms. This confirms the role of trust and reputation as the classical core of the sharing economy literature.

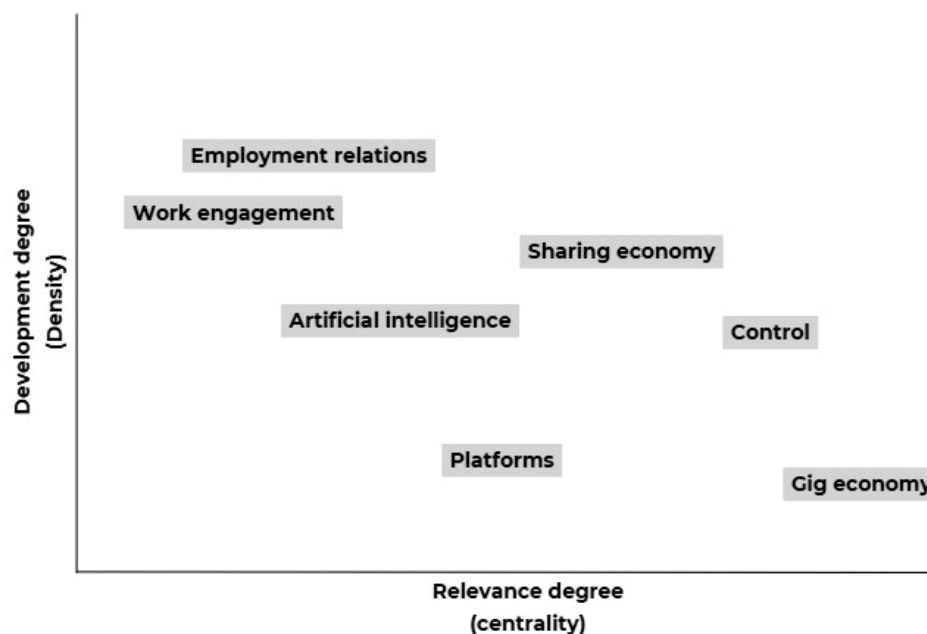


Figure 8. Thematic map of the field based on centrality and density. Source: Authors' own elaboration using Bibliometrix (R package) based on thematic mapping analysis of keyword centrality and density extracted from the final bibliometric corpus retrieved from Scopus and Web of Science.

The inequality network connects employment, gender, difference-in-differences, tasks, job, time, sociology, home, discrimination, emotional labour, and future. This pattern suggests that labour inequality, gender, discrimination, and time allocation are becoming more visible within the recent platform governance debate.

The management network links algorithmic control, platform-workers, job satisfaction, motivation, perceived algorithmic control, decision-making, entrepreneurship, road networks, and management. This network is directly aligned with the paper's focus on algorithmic management and platform control.

Finally, the machine-learning network connects optimization, reinforcement learning, predictive models, neural networks, value co-creation, autonomy, Airbnb, model, and integration. These findings suggest that machine learning is positioned as a technical and predictive theme, but it also connects to value creation and platform autonomy.

The thematic map complements the longitudinal analysis. Sharing economy appears as a motor theme, showing both relevance and internal development. Gig economy appears as a basic theme, indicating high relevance but lower internal specialization. Control occupies a relevant position but with lower density, suggesting that platform control is an important but still developing research theme. Artificial intelligence and platforms occupy intermediate positions and act as connective topics across different streams of the literature. Employment relations and work engagement appear as niche themes, indicating specialized but less central research lines.

This thematic structure is highly consistent with the co-occurrence analysis. The field is no longer organized only around sharing economy as a broad concept. It is increasingly structured around governance-relevant themes: algorithmic management, platform control, trust, artificial intelligence, gig work, employment relations, inequality, motivation, stress, and value capture.

4.4. Systematic Coding Results: Platforms, Governance Mechanisms, and Value-Creation Mechanisms

The bibliometric analysis was complemented by systematic coding of the final corpus. This coding was designed to identify the substantive content of the literature and to avoid

reducing the review to publication counts or network visualizations. Three dimensions were coded: platform categories, governance mechanisms, and value-creation mechanisms.

The platform-category distribution (Table 5) shows that the corpus is dominated by general platform studies, gig economy/platform work, and sharing economy general studies. General platform studies account for 212 documents, representing 32.1% of the final corpus. Gig economy and platform work represent 184 documents, or 27.9%, while sharing economy general studies account for 116 documents, or 17.6%. Together, these three categories represent more than three quarters of the corpus.

Table 5. Distribution of platform categories in the final corpus.

Analytical Platform Category	Includes	Documents	Share
General platform studies	General Platform	212	32.1%
Gig economy/platform work	Gig Economy	184	27.9%
Sharing economy general studies	Sharing Economy	116	17.6%
Ride-hailing/mobility platforms	Uber, Didi, Grab	90	13.6%
Home-sharing/accommodation platforms	Airbnb	47	7.1%
Freelance digital labour platforms	Upwork	7	1.1%
Food delivery platforms	Deliveroo	4	0.6%
Total		660	100.0%

Source: Authors' own elaboration based on manual categorization and content analysis of the final bibliometric corpus retrieved from Scopus and Web of Science.

Specific platform contexts are also visible. Ride-hailing and mobility platforms, including Uber, Didi, and Grab, account for 90 documents, or 13.6% of the corpus. Home-sharing and accommodation platforms, represented by Airbnb, account for 47 documents, or 7.1%. Freelance digital labour platforms, represented by Upwork, and food delivery platforms, represented by Deliveroo, appear less frequently.

This distribution confirms one of the central findings of the review: the literature on sharing economy platforms is deeply intertwined with gig economy and platform economy research. The field cannot be reduced to accommodation or collaborative consumption. It also includes platform work, ride-hailing, mobility, freelance labour, and other forms of data-mediated exchange.

The governance-mechanism coding shows that algorithmic management is the most prominent category, with 214 documents, representing 32.4% of the corpus (Table 6). This confirms the centrality of algorithmic systems in the governance of platform-mediated exchange. Algorithmic management includes task allocation, worker control, automated evaluation, incentive structures, and behavioural monitoring.

Rating and reputation systems form the second largest category, with 156 documents, or 23.6% of the corpus (Table 7). These systems are central to trust formation, quality control, visibility allocation, and platform-mediated discipline. Dynamic pricing systems account for 102 documents, or 15.5%, reflecting the importance of surge pricing, demand prediction, and algorithmic price adjustment, especially in mobility and delivery platforms.

Platform surveillance and monitoring account for 84 documents, or 12.7%. This category includes tracking, GPS monitoring, data collection, and behavioural observation. Matching and recommendation algorithms represent 61 documents, or 9.2%, confirming the relevance of platform-user matching systems. Trust and review mechanisms account for 28 documents, while AI-driven decision systems account for 15 documents.

Table 6. Governance mechanisms identified in the final corpus.

Governance Mechanisms Identified in the Final Corpus	Includes	Documents	Share
Algorithmic management	Task allocation, worker control	214	32.4%
Rating and reputation systems	Ratings, reviews, reputation scores	156	23.6%
Dynamic pricing systems	Surge pricing, demand prediction	102	15.5%
Platform surveillance and monitoring	Tracking, data collection, GPS monitoring	84	12.7%
Matching and recommendation algorithms	Platform-user matching systems	61	9.2%
Trust and review mechanisms	Trust-building mechanisms	28	4.2%
AI-driven decision systems	Machine learning and automation	15	2.4%
Total		660	100.0%

Source: Authors' own elaboration based on manual coding and thematic content analysis of governance mechanisms identified in the final bibliometric corpus retrieved from Scopus and Web of Science.

Taken together, these results show that governance in sharing economy platforms is increasingly algorithmic, reputational, and data-intensive. Platforms govern not only through formal rules, but also through ratings, rankings, pricing systems, matching algorithms, behavioural data, monitoring tools, and automated decision systems.

Table 7. Value-creation mechanisms identified in the final corpus.

Value-Creation Mechanisms Identified in the Final Corpus	Includes	Documents	Share
Trust and reputation systems	Ratings, reviews, reputation scores	176	26.7%
Algorithmic matching efficiency	User-provider matching systems	142	21.5%
Dynamic pricing mechanisms	Surge pricing and demand balancing	108	16.4%
Data-driven personalization	Recommendation and personalization systems	86	13.0%
Labour flexibility and scalability	On-demand labour allocation	74	11.2%
AI-enabled optimization	AI and machine learning optimization	43	6.5%
Platform ecosystem effects	Network effects and ecosystem coordination	31	4.7%
Total		660	100.0%

Source: Authors' own elaboration based on manual coding and thematic content analysis of value-creation mechanisms identified in the final bibliometric corpus retrieved from Scopus and Web of Science.

The coding of value-creation mechanisms shows that trust and reputation systems are the most frequent category, with 176 documents, or 26.7% of the corpus. This result confirms that trust remains a core value-creation mechanism in sharing economy platforms. Ratings, reviews, and reputation scores reduce uncertainty and make exchange among strangers more viable.

Algorithmic matching efficiency is the second largest category, with 142 documents, or 21.5%. This reflects the role of platforms in matching users, providers, workers, assets, and services. Dynamic pricing mechanisms account for 108 documents, or 16.4%, showing the relevance of price adjustment and demand balancing as value-creation tools. Data-driven personalization appears in 86 documents, or 13.0%, indicating the growing importance of recommendations and personalization systems.

Labour flexibility and scalability account for 74 documents, or 11.2%. This category reflects the capacity of platforms to scale labour supply and organize on-demand work.

AI-enabled optimization accounts for 43 documents, while platform ecosystem effects account for 31 documents. These categories show that value creation increasingly depends on data processing, algorithmic coordination, and ecosystem-level network effects.

The comparison between governance mechanisms and value-creation mechanisms is particularly revealing. The same mechanisms that generate value also operate as instruments of governance and control. Rating and reputation systems generate trust, but they also discipline behaviour and allocate visibility. Dynamic pricing improves coordination, but it also redistributes value and may raise fairness concerns. Matching algorithms reduce search costs, but they also determine access to opportunities. Algorithmic management improves scalability and operational efficiency, but it can intensify platform control over workers and providers.

Overall, the systematic coding supports the main contribution of the review. Data-driven governance appears as a significant cross-cutting theme within sharing economy research. The synthesis interprets it as a connective framework through which the literature examines how platforms coordinate exchange, manage participants, generate trust, optimize operations, and capture value. The results also suggest that the field has evolved from broad discussions of sharing economy and collaborative consumption toward a more complex research agenda centred on algorithmic management, platform control, trust, reputation, dynamic pricing, AI-enabled optimization, platform labour, and value distribution.

5. Integrative Framework and Implications

5.1. Synthesis of the Mapped Clusters

The bibliometric patterns acquire greater substantive meaning when interpreted alongside representative studies from the principal clusters. In the sharing economy, trust, and reputation cluster, studies such as Ert et al. [29], Tadelis [17], and Zervas et al. [30] illustrate how reviews, ratings, profile information, and reputation signals reduce uncertainty and facilitate transactions among strangers. These mechanisms therefore operate primarily as trust devices, although they may also influence visibility, market access, and provider performance.

In the algorithmic labour and platform-control cluster, Rosenblat and Stark [20], Wood et al. [24], Gandini [25], and Vallas and Schor [13] show how information asymmetries, performance metrics, rankings, and algorithmic allocation structure worker autonomy and platform dependence. In this stream, data-driven mechanisms function principally as coordination and control devices.

The algorithmic management and information-systems cluster further demonstrates how these functions may overlap. Lee et al. [10], Kellogg et al. [12], Duggan et al. [11], and Möhlmann et al. [27] examine the use of algorithms for task allocation, evaluation, incentive design, matching, and behavioural management. The synthesis indicates that such systems can simultaneously improve operational coordination and embed managerial control within platform infrastructures.

Finally, the dynamic-pricing and ride-sharing cluster, represented by Cachon et al. [32] and Bimpikis et al. [33], highlights the value-creation and value-capture functions of algorithmic mechanisms. Dynamic pricing and demand-responsive allocation may improve market clearing and resource utilization, while also shaping revenue distribution, participant incentives, and access to demand. These representative studies suggest that trust, control, coordination, and value capture are not uniformly integrated across all platform research. Rather, the framework developed here interprets them as recurring and partially overlapping functions identified across distinct intellectual traditions.

5.2. A Data-Driven Governance Framework for Sharing Economy Platforms

The results suggest that data-driven governance in sharing economy platforms operates through a set of interrelated layers rather than through isolated technical mechanisms. Platforms do not simply enable transactions between users. They collect data, process it through algorithmic systems, convert it into governance mechanisms, and use those mechanisms to generate and capture value. The framework proposed in this study is organized around four connected elements: data inputs, algorithmic mechanisms, governance functions, and value outcomes (Figure 9).

At the input level, sharing economy platforms collect data from ratings, reviews, transactions, geolocation, behavioural traces, user profiles, response times, cancellations, complaints, and service interactions. These data are not passive records of activity. They are produced within platform architectures that define what is measured, how participants are evaluated, and which behaviours become visible.

These inputs are then processed through algorithmic mechanisms. Platforms use matching algorithms, dynamic pricing systems, ranking procedures, reputation scores, recommendation systems, task allocation models, demand prediction tools, risk detection systems, and automated decision-making procedures. Through these mechanisms, user activity is translated into operational decisions: who is matched with whom, which service appears first, which price is suggested, which provider is rewarded, and which participant becomes less visible or more exposed to exclusion.

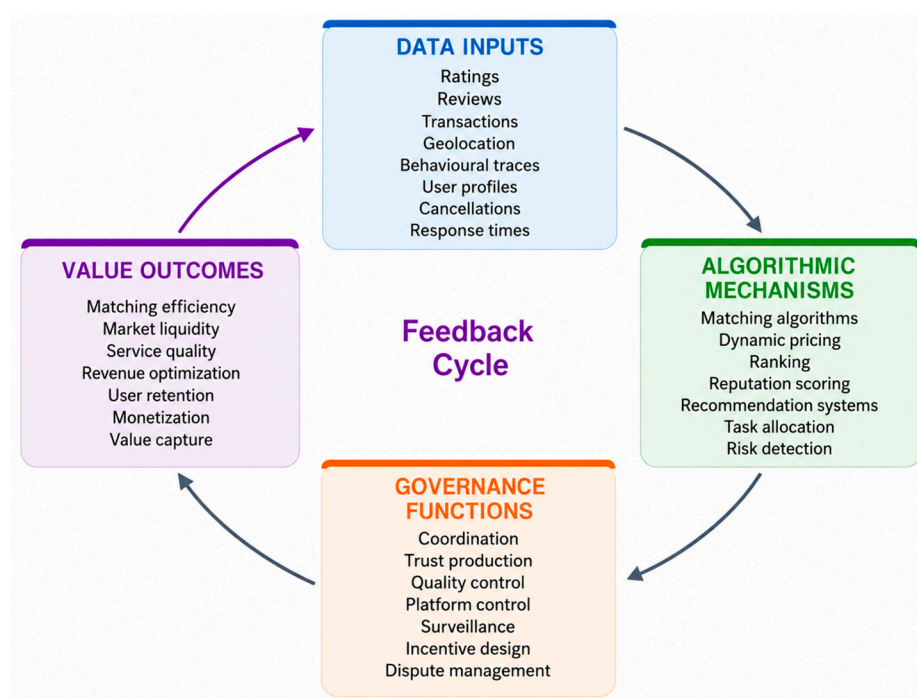


Figure 9. Data-driven governance framework for sharing economy platforms. Source: Authors' own elaboration using Canva.

At the governance level, algorithmic systems coordinate exchange, generate trust, monitor behaviour, manage quality, allocate opportunities, structure incentives, and exercise control. Governance is therefore not limited to formal rules, contractual conditions, or terms of service. It is embedded in rankings, scores, prices, ratings, visibility rules, automated evaluations, and the continuous classification of platform participants.

The outcomes of this process are both economic and organizational. Data-driven governance allows platforms to reduce transaction costs, improve matching efficiency, increase market liquidity, standardize service quality, personalize interactions, optimize

revenue, and scale operations. These outcomes are also linked to value capture. Platforms can monetize data, extract commissions, control access to demand, shape reputational hierarchies, and appropriate behavioural information generated by users, workers, providers, and consumers.

The framework should be read as cyclical rather than linear. Platform outcomes generate new interactions, and these interactions produce additional data inputs. A booking, ride, delivery, task, review, cancellation, or complaint becomes part of the platform's future governance capacity. This feedback loop helps explain why data-driven governance tends to become self-reinforcing: the more a platform mediates exchange, the more data it obtains; the more data it obtains, the more precisely it can coordinate, classify, evaluate, and control future exchanges.

This framework clarifies the main contribution of the review. Previous studies have often examined trust, reputation, dynamic pricing, algorithmic management, platform work, artificial intelligence, or value creation as relatively separate topics. The framework shows that these elements belong to the same governance architecture. Reputation systems create trust, but they also discipline behaviour. Dynamic pricing improves coordination, but it also shapes value distribution. Matching algorithms reduce search costs, but they also determine access to opportunities. Algorithmic management increases operational efficiency, but it may also intensify control over platform participants.

5.3. Theoretical, Methodological, and Managerial Implications

Theoretically, the study supports the view that sharing economy platforms should be analysed less as neutral intermediaries and more as data-driven governance infrastructures. The central issue is not only that platforms connect users, but that they define the conditions under which exchange becomes possible, visible, valuable, and controllable. This perspective shifts the focus from the existence of peer-to-peer exchange to the mechanisms through which platforms organize, rank, price, evaluate, and control that exchange.

The findings also broaden the scope of algorithmic management. Although this concept is often associated with gig workers, drivers, couriers, freelancers, and app-based labour, the review shows that similar forms of algorithmic ordering affect hosts, guests, consumers, asset owners, and service providers. Rankings, reviews, prices, recommendations, and reputation scores govern participation even when participants are not formally workers. Algorithmic management should therefore be understood not only as a labour-management technique, but also as a general mechanism of platform governance.

The study further connects value creation and value capture. Sharing economy platforms create value by reducing uncertainty, improving matching, coordinating distributed resources, and scaling trust. Yet these same mechanisms allow platforms to capture value through commissions, data accumulation, visibility control, pricing systems, and reputational dependence. In platform contexts, value creation cannot be fully understood without examining governance and control.

Methodologically, the study shows the usefulness of combining bibliometric analysis with systematic content coding. Bibliometric techniques are effective for identifying publication trends, thematic clusters, citation structures, and conceptual evolution. However, they do not fully explain what platforms actually govern, how they govern it, and what kinds of value are produced. By coding platform categories, governance mechanisms, and value-creation mechanisms, this review moves from mapping the literature to interpreting the substantive mechanisms that organize the field.

The analysis also highlights the importance of keyword harmonization in fragmented research domains. The literature uses overlapping terms such as sharing economy, collaborative economy, platform economy, gig economy, platform work, algorithmic management,

platform governance, reputation systems, and dynamic pricing. Without thesaurus-based cleaning, closely related concepts may appear artificially disconnected. This is particularly relevant for bibliometric studies of platform research, where terminology evolves quickly and across disciplinary boundaries.

From a managerial perspective, the findings suggest that platform firms should treat data-driven governance as a strategic and organizational issue, not merely as a technical function. Algorithmic systems influence trust, service quality, participant autonomy, pricing, visibility, satisfaction, and perceptions of fairness. A system that optimizes transactions in the short term may still generate dissatisfaction, reputational damage, regulatory scrutiny, or participant disengagement if it is perceived as opaque or unfair.

Trust and control also need to be managed together. Ratings, reviews, badges, identity verification, dynamic pricing, and matching algorithms can make platform exchange more efficient, but they also discipline behaviour and shape dependency. The managerial challenge is not to remove governance from platforms; that would be unrealistic. The challenge is to design governance mechanisms that are sufficiently transparent, contestable, and legitimate for the participants who depend on them.

The framework offers a common vocabulary for comparing platform sectors. Accommodation platforms rely heavily on reputation, reviews, host visibility, and trust. Ride-hailing and delivery platforms depend more strongly on real-time matching, dynamic pricing, geolocation, and performance monitoring. Freelance platforms rely on search visibility, reputation scores, client feedback, and skill signalling. These differences matter because not all platforms govern exchange in the same way, even when they use similar data-driven mechanisms.

The findings also have important normative and regulatory implications. Data-driven governance mechanisms may determine visibility, prices, task allocation, reputational standing, access to opportunities, and, in some cases, continued participation in a platform. Accordingly, transparency cannot be limited to disclosing that an algorithm is being used. Platform participants require sufficiently understandable information about the criteria underlying consequential decisions, together with effective procedures for contesting automated evaluations, rankings, restrictions, and deactivation decisions. Within the European regulatory context, the Digital Services Act and the AI Act reinforce the importance of accountability, risk assessment, human oversight, and procedural safeguards. Future research should therefore examine not only the efficiency of algorithmic governance, but also its legal legitimacy, contestability, and distributional consequences.

6. Limitations and Future Research

This study has several limitations. The review is based on documents indexed in Scopus and Web of Science. These databases provide broad and high-quality coverage, but they do not include all possible sources of knowledge on platform governance, algorithmic management, and the sharing economy. Relevant insights may also appear in books, working papers, legal reports, policy documents, industry studies, or journals not indexed in these databases.

The search strategy also shaped the corpus. The query was designed to capture the intersection between sharing economy platforms, data-driven governance, algorithmic mechanisms, and value creation. However, no search string can fully capture a field with unstable and overlapping terminology. Some relevant studies may not use the selected terms in their titles, abstracts, or keywords, while some retrieved records may use those terms only tangentially. The PRISMA-based screening process reduced this problem, but it cannot remove it entirely.

Another limitation concerns the boundaries between sharing economy, gig economy, and platform economy. These boundaries are difficult to draw, not only because of conceptual ambiguity but also because many platforms combine access-based exchange, platform-mediated labour, peer-to-peer markets, and data-driven coordination. The inclusion of adjacent terms such as gig economy and platform economy allowed the review to capture this convergence, but it also means that the corpus reflects a broad understanding of sharing economy platforms as data-driven market infrastructures.

Bibliometric methods also have inherent limits. Citation counts, co-occurrence networks, co-citation maps, thematic evolution diagrams, and strategic maps reveal patterns in the literature, but they do not determine the quality or explanatory power of individual studies. Network structures require interpretation. The systematic coding procedure was included to address this limitation, although the interpretation of clusters, themes, and categories still involves analytical judgement.

The coding process itself also involves classification choices. Categories such as governance mechanism, platform category, and value-creation mechanism are analytically useful, but some documents could reasonably fit more than one category. Reputation systems, for example, can be understood as trust mechanisms, control mechanisms, quality-assurance tools, or value-creation mechanisms. Dynamic pricing can be treated as an optimization tool, a governance mechanism, or a value-capture instrument. Future studies could strengthen reliability through independent double coding of a predefined subsample, the calculation of a formal intercoder agreement coefficient, or the use of machine-assisted classification as a complementary validation procedure.

These limitations open several lines for further research. Sector-specific studies would help compare how data-driven governance operates across accommodation, ride-hailing, delivery, freelance work, carsharing, and other platform contexts. More focused studies are also needed on specific mechanisms such as reputation systems, dynamic pricing, matching algorithms, platform surveillance, algorithmic ratings, and deactivation procedures. These mechanisms are central to platform governance, yet their effects on fairness, autonomy, trust, and value distribution remain unevenly understood.

Further research should also examine the distributional consequences of data-driven governance. The literature has shown that algorithms can improve coordination, trust, and efficiency. Less attention has been paid to who benefits, who bears the risks, and who can contest platform decisions. This issue becomes more pressing as platforms rely more heavily on artificial intelligence, predictive analytics, and automated decision systems.

Comparative research across regulatory and institutional contexts would also be valuable. Platform governance is shaped by labour regulation, data protection rules, competition policy, consumer protection, and local market conditions. The same governance mechanism may have different implications depending on the legal, economic, and cultural environment in which it operates.

Data access and methodological transparency remain another important item on the research agenda. Studies of platform governance often rely on proprietary data, scraped datasets, interviews, platform-provided metrics, or secondary reports. These sources are valuable, but they raise problems of replicability and comparability. More open datasets, clearer coding protocols, and transparent analytical workflows would strengthen research on a field where the object of study is itself marked by opacity and asymmetric access to data.

7. Conclusions

This study examined research on data-driven governance in sharing economy platforms through a bibliometric and systematic review of 660 documents retrieved from

Scopus and Web of Science. The results show that the field has moved beyond early debates on collaborative consumption, access-based exchange, and platform business models. Current research is increasingly organized around algorithms, data, trust, platform control, labour, artificial intelligence, pricing, reputation, and value creation.

The main conclusion is that data-driven governance provides a useful integrative lens for understanding contemporary sharing economy platforms. These platforms do not merely mediate exchange. They collect data, rank participants, allocate visibility, recommend or impose prices, evaluate behaviour, structure trust, and control access to opportunities. The synthesis therefore suggests that algorithmic management, platform control, and value creation can be interpreted as closely related analytical dimensions of platform activity, although their relationships vary across platform contexts and research traditions.

The review also shows that the boundaries between sharing economy, gig economy, and platform economy research have become increasingly porous. This convergence reflects the fact that many platforms use similar data-driven mechanisms to coordinate exchange, manage participation, and capture value. Rather than treating this overlap as a conceptual weakness, the article interprets it as evidence of a broader shift in the field: sharing economy platforms are increasingly studied as data-driven governance infrastructures.

The article contributes conceptually by examining the growing prominence of data-driven governance within the field and by developing an integrative framework for interpreting the mapped patterns. It also contributes methodologically by combining science mapping with a systematic classification of platform categories, governance mechanisms, and value-creation mechanisms. This mixed approach makes it possible to move beyond a descriptive map of the literature and toward a more substantive understanding of how platforms govern, control, and create value through data and algorithms.

Overall, the future of sharing economy research lies less in asking whether platforms are truly “sharing” and more in understanding how they govern exchange through data and algorithms. The central question is no longer only how platforms create value, but how they distribute visibility, control, risk, and value among platforms, workers, providers, consumers, and regulators.

Supplementary Materials: The following supporting information can be downloaded at: <https://www.mdpi.com/article/10.3390/data11080201/s1>, SYSTEMATIC CODING PROT.

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