

# When Brands Regulate Markets

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Digital Platforms Symposium

2 Dec 2022



**CITI NEWS**  
**focus**

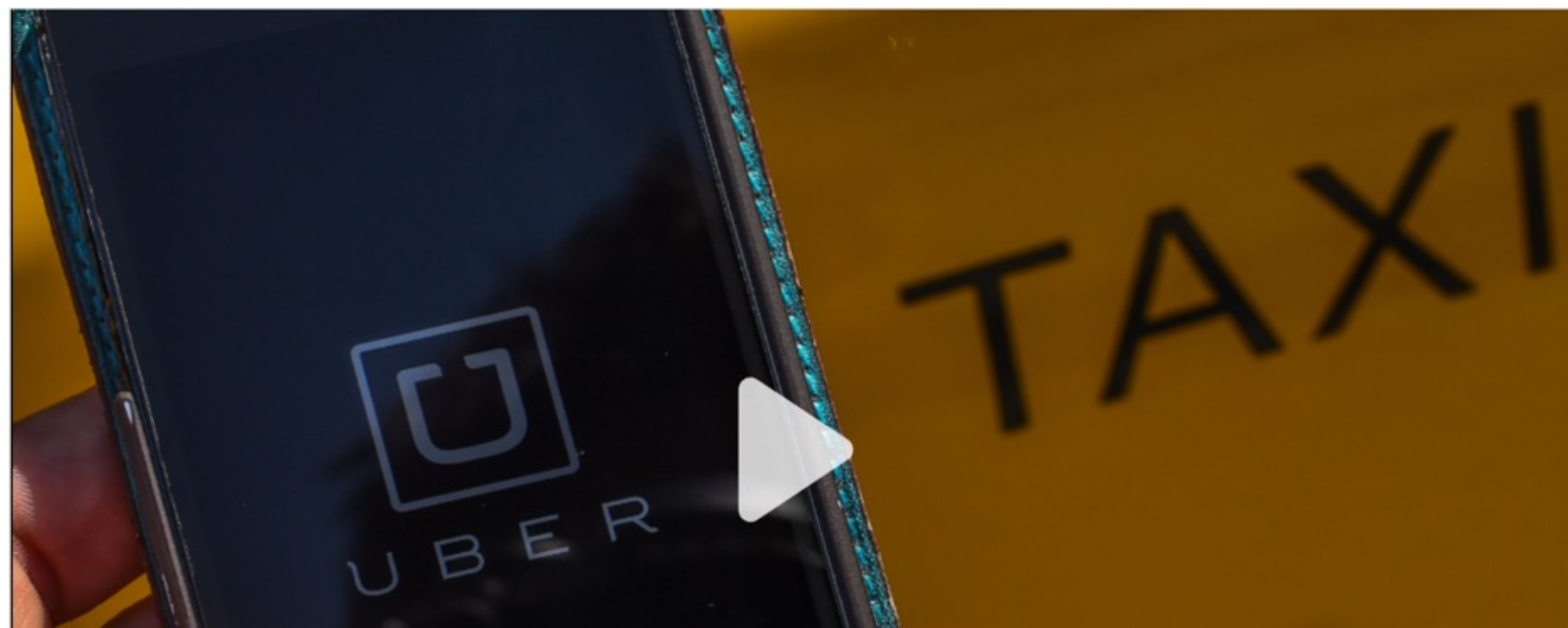
## CHANGING BUSINESS TRENDS

TAXI DRIVERS STRUGGLE TO STAY COMPETITIVE AGAINST RIDE-HAILING APPS

# Top court: Uber should be regulated like a taxi company

by Ivana Kottasová [@ivanakottasova](#)

🕒 December 20, 2017: 8:22 AM ET



## Paid Content



South Korea's  
defense industry

[Nikkei Asia](#)



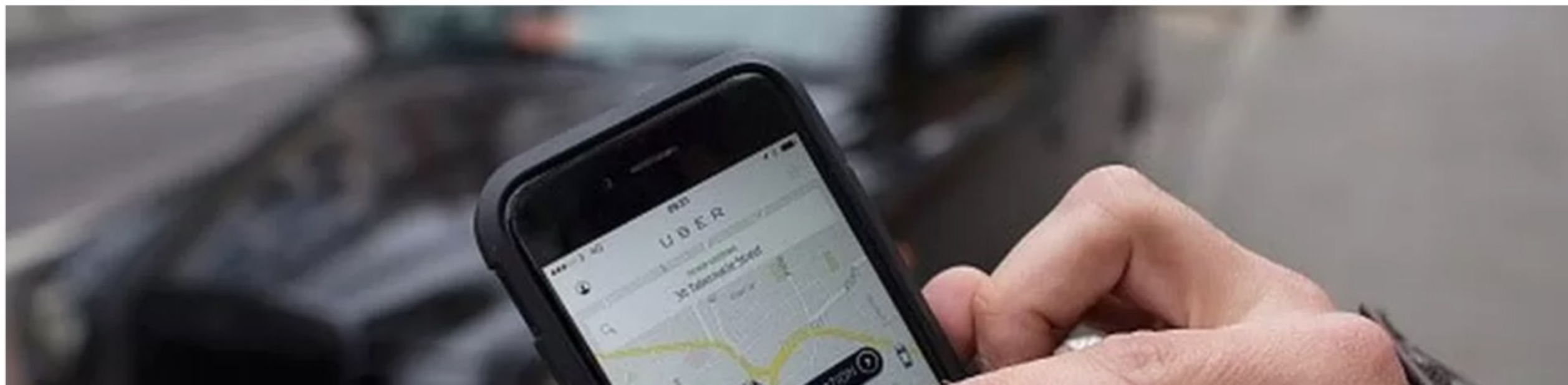
Let Porter Davis  
virtually walk...

[porterdavis.com.au](#)



# Uber set to pull out of Denmark

🕒 28 March 2017



HOW WE WORK

# Why gig work is so hard to regulate



(Image credit: Getty)



# Regulating the Sharing Economy

- Why
  - Market disruption to taxi business
  - Taxes
  - Sustainability
  - Labour impacts
  - Safety
- How
  - Too little?
  - Too much?
  - How much is needed?
- But...
  - We assume existing systems/markets are well-regulated
  - Regulations will protect existing systems, create equal playing field, protect consumers/labour
- What happens when sharing economy firms enter markets where regulations are poor or non-existent?

## Uber enters agreement with Ghana's Transport Ministry



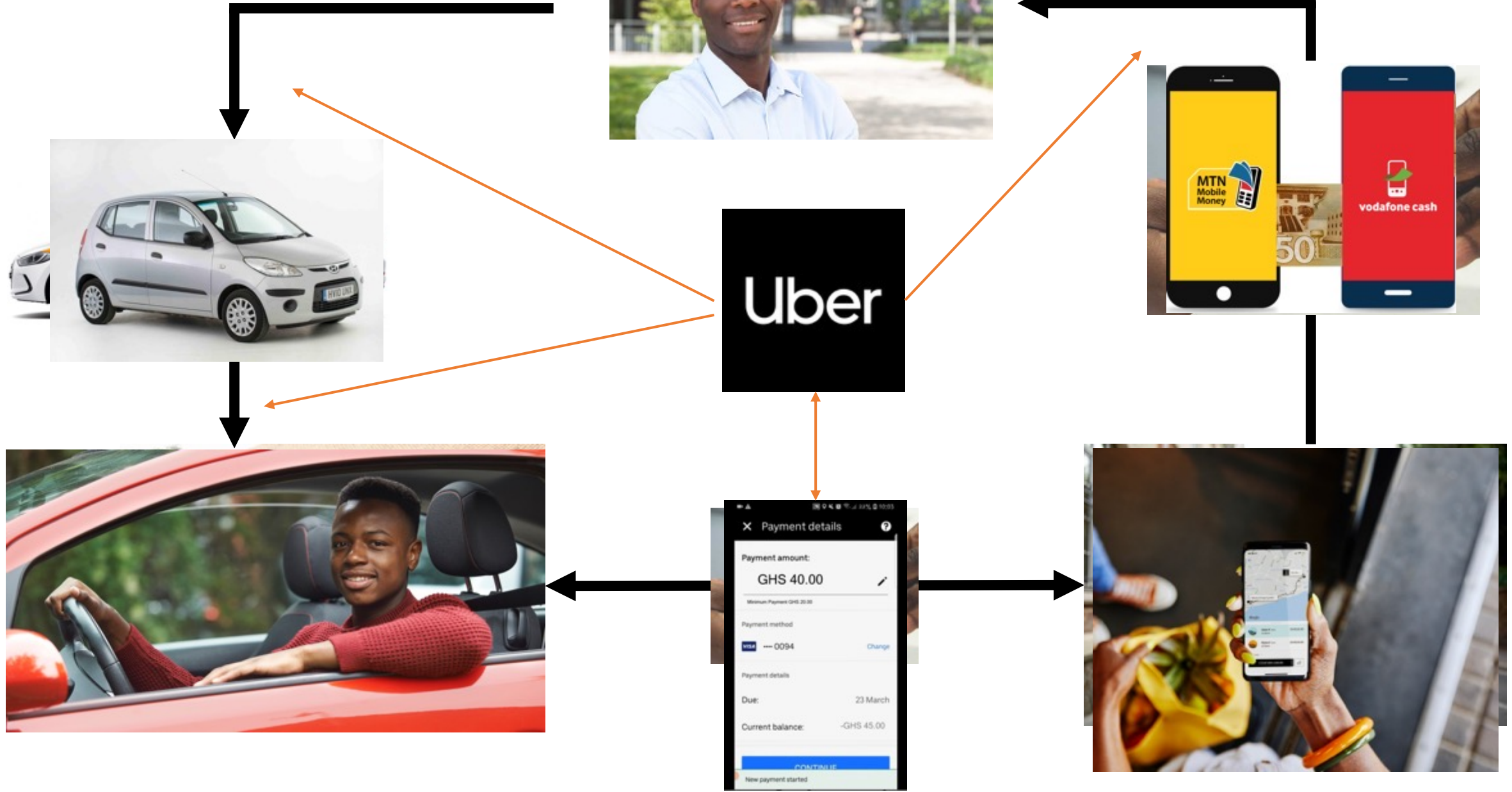


**Before Uber**





# Uber Arrives: 2016



# Methodology: Ecosystem Approach

- Interviews
  - Mostly in person (Nov 2019-Feb 2020, Jan-June 2022)
  - 2 over Zoom
  - \*1 group interview
- Field Photos
- Media News Reports
- Observation
  - Uber office and training facilities
  - Rider experiences

| Informants           | Number | Number of Interviews |
|----------------------|--------|----------------------|
| Uber Riders          | 16     | 19                   |
| Uber Drivers         | 10     | 11                   |
| Car Owners           | 5      | 6                    |
| Driver-Owner         | 4      | 4                    |
| Taxi Drivers         | 5      | 2                    |
| Uber Country Manager | 1      | 3                    |
| Government Officials | 2      | 2                    |
| Total                | 43     | 47                   |

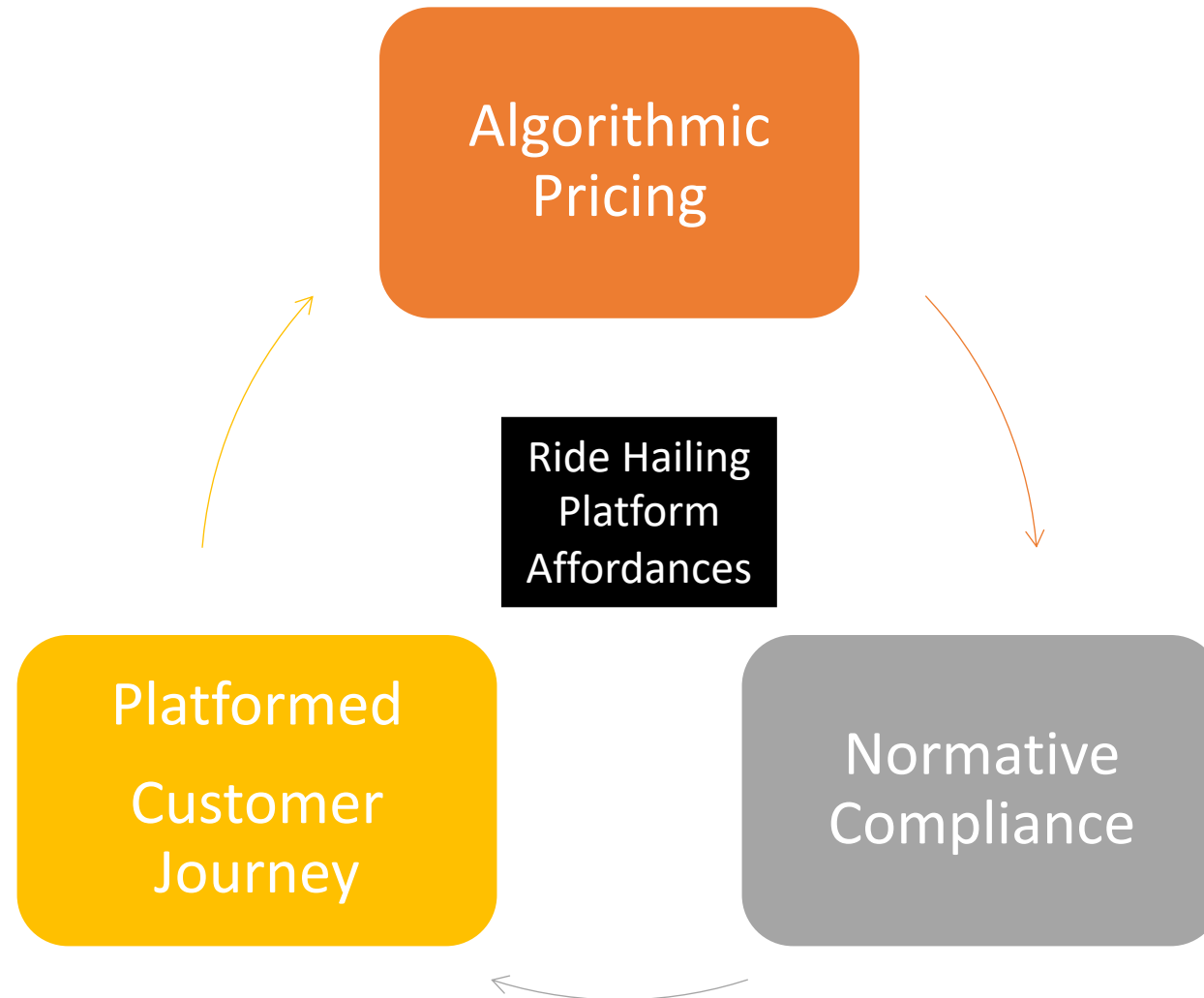


# WHEN BRANDS REGULATE MARKETS

Some Preliminary Findings



# How Ride-Hailing SE Brands Regulate The Private Transportation Hire Market In Ghana



# Implications

- Theoretical Implications
  - Positive and negative consequences for sharing economy brands unwittingly (forced to) become regulators in unregulated markets (Katz, 2015; Nielsson, 2015; Sheth, 2011)
- Managerial Implications
  - In fragmented and heterogeneous ecosystems, sharing economy brands need to recognize and manage this regulatory role
- Policy Implications
  - How can the government regulate markets with/through the brands/platform? (Eckhardt et al., 2019)

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*Thank  
you!*

