



WORKSHOP

The Sharing Economy: Beyond Two-Sided Markets

Thurs 29 Jan 2026

15:00 hours s.t.
Centre for British Studies
Anton-Wilhelm-Amo-Straße 60
10117 Berlin

This workshop explores the sharing economy as a transformative force in e-commerce, using platforms such as Airbnb and Uber as key examples. It examines the factors driving these platforms and the complex relationships between companies, service providers, and customers.

Ece Kuyululu-Cagli is a Research Associate in Marketing at the University of Strathclyde and a Visiting Fellow at the Centre for British Studies, Humboldt-Universität zu Berlin. Her PhD research examined value co-creation and service recovery within the sharing economy, with a particular focus on Airbnb. She has experience teaching marketing at both undergraduate and postgraduate levels across UK universities, and continues to contribute to teaching in higher education.

This workshop has been organised by **Ece Kuyululu** (Visiting Scholar, Centre for British Studies, HU Berlin).

Please register at: events.gbz@hu-berlin.de

Everyone is welcome to attend.