

ABSTRACT

Members on both sides of the sharing economy transaction must trust each other to act in good faith. Trust is considered as one of the important keys in maintaining of sharing economy. Moreover, in both developed and developing country, ride-sharing platform is emerging and creating a helpful environment in this digital world. Many ride-sharing platforms take a big step in investing their platform in maintaining the users' trust. Despite all of the technological development that has been created and invented in ride-sharing platforms, it is still unclear which technological development should be put into focus by sharing economy platforms. Therefore, in this thesis, we analyze the critical platform development in order to boost users' trust in the future. Moreover, the entrance into ride-sharing platforms in developed and developing countries is accepted differently based on the country level of trust and yet we analyze this reason in this study.

Keyword: Sharing economy, platform trust, platform development, platform reliability