

Let's Travel the World Together: Toward an Understanding of Motivational Antecedents in Business Trip Ridesharing Services

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Abstract. Regarding current climate change concerns and expanding urbanization, the transport sector is expected to increasingly contribute to climate protection. A promising endeavor, in response to this, is to meet the increased mobility requirements with lower transportation means, thus augmenting the efficiency of transportation. One particularly promising approach to cut corporate-level CO₂ emissions is to foster Business Trip Ridesharing (BTRS), allowing employees to jointly travel and commute. This article analyzes the underlying motivational factors correlated with adopting BTRS. Using the Self-Determination Theory, we examine intrinsic and extrinsic factors affecting employees' attitude and behavioral intention toward BTRS. Drawing on a sample from a real-world German company, our partial least square analysis indicates that enjoyment, economical viability and especially sustainability are important antecedents to foster BTRS. In summation, we discuss an integrated approach that addresses multiple motivational dispositions and provide several practical suggestions, in addition to the areas of future research.

Keywords: Business Trip Ridesharing, Sharing Economy, Self-Determination Theory, Green IS, Mobility-as-a-Service.

1 Introduction

The twenty-first century is marked by the various changing mobility forms and technologies. These can be attributed to both climate and environmental policy

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requirements, in addition to dynamic developments within the mobile application of information and communication technologies [1, 2]. Consequently, the need for innovative and sustainable mobility solutions to replace private transport has increased in recent years. These concerns lay at the heart of Green Information Systems (GIS) research, which is evidently entrusted with the influence of Information Systems (IS) artifacts on individuals' or organizations' sustainable intentions and behaviors [3, 4]. However, these solutions should not merely be sustainable, but also flexible to meet dynamic customer and environmental needs. In this context, the use of alternative mobility services exists as a possible solution, with ridesharing serving as a prime example [5, 6]. In 2015, around 108 million people utilized mobility services such as ridehailing, car sharing and ridesharing. It is predicted that by 2025, almost one billion people will use ridehailing, with an additional 36 million people using carsharing and 101 million using ridesharing [7]. Thus, ridesharing, the sharing of a vehicle for transporting people from one place to another, attracts a great deal of attention in private and public transportation service spheres, as displayed by the increasing number of users every year. Hence, ridesharing and its rising appeal have also attracted companies into adapting ridesharing concepts as a part of modern corporate mobility management, in order to optimize their own transport needs and processes [5].

Business Trip Ridesharing (BTRS) is an appropriate way to reduce the climate impact of business commuting, albeit not by the act of avoiding travel itself. Nevertheless, the prevalence of BTRS is currently very low, with reasons for this possibly being the negative feedback that BTRS receives from the corresponding employees. Contrary to private ridesharing, no monetary savings exist for BTRS, as business travels with company cars are paid for directly by the employer. As a consequence, BTRS hardly allows for extrinsic motivation, especially as additional time is required to pick up colleagues. Therefore, in order to successfully transfer the concept of private ridesharing to the business world, this paper examines the potential forerunners of employees' behavioral intentions to use BTRS.

In this article, we want to shed light upon intrinsic and extrinsic antecedents of BTRS. For this purpose, the widespread approach of Self-Determination Theory (SDT) is enacted. Accordingly, this leads us to the following research questions:

RQ1: Do intrinsic motivation factors have an effect on the adoption of BTRS?

RQ2: Do extrinsic motivation factors have an effect on the adoption of BTRS?

RQ3: Does the formation of positive attitudes toward BTRS have an effect on the adoption of BTRS?

We conduct a survey of business travelers who have been provided with an application on their corporate mobile phones allowing them to use BTRS. The study is intended to identify potential user needs that can simultaneously be incorporated into the further development of the application in order to promote sustainable BTRS. Hence, this article is structured as follows: First, we introduce the theoretical background and provide brief definitions of the constructs that we operationalized in our research. Second, we describe our methodology and specify the survey sample and research model in more detail. Finally, we summarize and discuss our results, concluding with general remarks, implications and future research directions.

2 Theoretical Background

2.1 Sharing Economy and the Case of Business Trip Ridesharing

The term Sharing Economy (SE) was first mentioned in 2008, referring to the collaborative consumption that results from the associated sharing, exchange and leasing of resources, without direct possession of the goods [8]. Today, SE is seen as a social innovation alongside increasing sustainable awareness [9].

In the context of sustainable mobility, ridesharing has recently received an increased attention by entrepreneurs, policy makers and researchers alike. It can be understood as a form of transportation in which two or more people travel together in the same vehicle without any intention of making a profit, usually with a different starting point and/or destination [10]. Ridesharing is aimed primarily at saving fuel, money and time, reducing emissions, increasing vehicle utilization and reducing the number of vehicles on the roads, rather than financial gain [11]. The SE itself has a positive appeal and is often associated with innovative digital technology and the rapidly growing sharing market, which most likely explains why companies tend to associate themselves with it in some way or form [12]. In this paper, BTRS is defined as two or more employees commuting or going on business trips together in a company car, with the company bearing one or the other's associated travel costs. However, successful participation in BTRS is remunerated both for the driver and the passenger. The participants receive a financial bonus for each kilometer driven together [13, 14]. As a result of technological progress and a potential for more effective implementation of ridesharing, the concept seems even more attractive for companies: higher capacity for the utilization of employees' cars can reduce the need for parking spaces, strengthen employee relationships and reduce costs of company cars, so much so that subsidies for employees are possible. An escalation in employee productivity is also possible, as the journey per employee has the ability to be more relaxing or be more directly applied for work purposes [15, 16]. Within this structure, business trips are free of charge for employees – implying that the benefits of splitting costs and saving money is no longer a proper incentive. This study refers to a mobility application, aiming at facilitating ridesharing opportunities by coordinating between employees and acting as a matching agency [5]. The objective is to uncover user motives that lead to the use of BTRS.

2.2 Self-Determination Theory

SDT is a macro theory of individual motivation and personality and therein examines the motivation behind human decisions. It takes into account the degree to which individual behavior is self-motivated and self-determined, which then identifies three basic psychological needs that, when met, enable the individual to act in a self-determined way, enabling the individual toward healthy development and function. These needs are competence, solidarity and autonomy [17]. Both autonomous and controlled motivation serve as predictors of action [18]. The predictor autonomy is defined in such a way that an individual can act with a sense of intention and has a

certain freedom of choice [19]. The predictor control describes the degree to which an individual acts with a sense of pressure [20]. According to [17], intrinsic motivation with a high level of internal regulation arises from the intrinsic value or joy associated with the given activity. Extrinsic motivation, with a more external or integrated regulation, can be necessary when activities are not motivating enough themselves and are instead motivated by, for example, implicit consent or concrete rewards [21]. The successful application of the SDT has been confirmed in various research contexts [22], including IS research [23, 24]. In the context of the SE, where BTRS is positioned, SDT has also been repeatedly employed. The projected aim was to investigate satisfaction and behavioral intentions in the field of collaborative consumption. Studies in this context have shown that the behavioral intention is motivated both extrinsically and intrinsically (e.g., [25–27]). However, it is still unclear whether and to what extent the general findings of the SDT can also be applied to the special case of the BTRS in order to derive implications for a successful further development of this sustainable mobility services.

3 Research Approach and Hypothesis Development

3.1 Research Model

The proposed research model (presented in Figure 1) is based on the SDT – and assumes that the motivation of an individual can be divided into intrinsic and extrinsic dispositional factors. Generally speaking, intrinsic motivation can be conceptualized by two constructs: the enjoyment, which is produced by the behavior itself, and the value conception, reflected by the appropriate and/or moral action of individuals. On the contrary, if the behavior is influenced by the individuals’ environment, social opinion, or by economic incentives, it can be described as extrinsic motivation [26, 28].

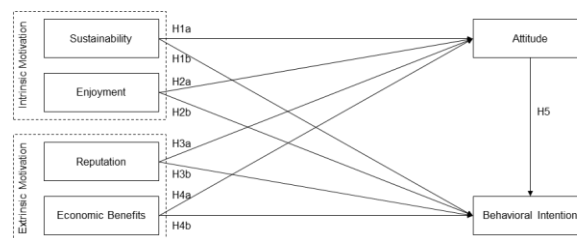


Figure 1. Research model

Following [25], our research model consists of the sustainability and enjoyment construct (intrinsic motivation), as well as the constructs of reputation and economic benefits (extrinsic motivation).

3.2 Influence of Self-Determination Theory on Business Trip Ridesharing

Sustainability

Recent environmental challenges, e.g. increased air pollution or the decline of fossil resources, have contributed to the central prevalence of sustainability aspects for consumer decisions [29, 30]. This, in turn, is reflected by users of sharing services who attach importance to ecological aspects [31]. In general, collaborative consumption is accompanied by the expectation and motivation that one's own actions will become more sustainable (e.g., [32]). Previous research has already conceptualized certain sustainability aspects as part of intrinsic motivation (e.g., [25, 28, 33]). Ridesharing promises a reduced ecological footprint compared to private transport and other transport options (e.g., [34, 35]). In the context of BTRS, it is likely that these environmental impacts may satisfy and motivate business travelers to use the service. Therefore, we derived the following hypotheses:

H1a: Perceived sustainability of BTRS positively influences attitudes toward BTRS.

H1b: Perceived sustainability of BTRS positively influences behavioral intentions to participate in BTRS.

Enjoyment

Non-monetary benefits from ridesharing can, for instance, be conceptualized as enjoyment, i.e. the degree to which an individual enjoys traveling with other travelers or colleagues [35]. If enjoyment emerges from an activity as such, it is also referred to as intrinsic motivation [21, 26]. Other studies could show that enjoyment is relevant in the area of SE (e.g., [28]), in addition to the influence of enjoyment on attitude, which likewise has been confirmed by existing research (e.g., [25]). Thus, we derived the following hypotheses:

H2a: Perceived enjoyment from participating in BTRS positively influences attitudes toward BTRS.

H2b: Perceived enjoyment from participating in BTRS positively influences behavioral intentions to participate in BTRS.

Reputation

The reputation of an individual can serve as a motivation to pursue a certain activity [36]. It indicates the extent to which an individual's personal reputation can be improved by certain activities within a group [37, 38]. Several studies have ascertained that reputation, as a factor of extrinsic motivation, influences participation in sharing activities (e.g., [39]). In particular, recognition by like-minded people is attributed to extrinsic motivation and can contribute to carrying out certain activities (e.g., [40]). Thus, we derived the following hypotheses:

H3a: Increased reputation perception through participating in BTRS positively influences attitude toward BTRS.

H3b: Increased reputation perception through participating in BTRS positively influences behavioral intentions to participate in BTRS.

Economic benefits

Research has displayed economic aspects to be particularly important factors motivating individuals to participate in the SE. Exemplarily, investigations during the most recent financial crisis provided first indications that – in times of (perceived) diminution of available financial resources – individuals tend to be increasingly interested in joint ownership or sharing behavior, i.e. SE [41–44]. Both positive and

negative influences of economic factors, as part of extrinsic motivation, have already been investigated in several studies [25, 27, 33]. Therefore, we formulated the following hypotheses:

H4a: Perceived extrinsic rewards of participating in BTRS positively influence attitude toward BTRS.

H4b: Perceived extrinsic rewards of participating in BTRS positively influence behavioral intentions to participate in BTRS.

Attitude

One of the most important determinants of behavior is attitude [45]. The inclusion of this construct fits best when a discrepancy between behavior and attitude becomes likely [25]. An individual's subjective assessment and perception or opinion determines the attitude construct, which therein results in the evaluation of a demonstrated behavior's consequences and leads to the decision between whether it is to be perceived as a benefit or not. Subsequently, the individual's attitude demonstrates an individual's positive or negative feeling being influenced, for example, by their previous experiences or belief systems and formation [46]. In this study, the attitude toward BTRS participation is conceptualized as an employee's assessment is favorable or unfavorable toward the usage of BTRS. In conjunction with these findings, as well as those of previous research which already demonstrate the various effects of attitudes on the intention (e.g. [47]), the following hypothesis has been derived:

H5: Positive attitudes toward BTRS positively influence behavioral intentions to participate in BTRS.

4 Methodology and Operationalization

For our research context, we chose employees as business travelers. The research took place in a German company where employees had recently received the opportunity to use BTRS via a newly introduced mobile application. Employees were able to use the application to set up business trips (e.g. to the customer, company events or to an office) with their company car. The company has multiple business premises in Germany, where these employees have regular traveling needs, either by working on premise in relation to their respective customers, by joining nationwide workshops and team meetings, or by commuting to their office. For each joint trip, both the driver and the passengers were remunerated. An online survey was created and pre-tested by selected interviewees. After incorporating their feedback, our first wave of the online survey was sent to 100 employees who had been closed beta testers of the app and formed the active user base of the BTRS app itself. The ethical consent has always been present and participants were free to quit the survey at any time without any consequences. After one week, we reminded non-responding employees to take part in the survey. At the end of November 2018, a total of 53 completed questionnaires had been reached (a response rate of 53 %). For the operationalization of SDT, we built upon previously validated and reported instruments. To fit our BTRS context, constructs were slightly adjusted and contextualized. We surveyed

four constructs of SDT, two intrinsic and two extrinsic constructs, as well as the perceived attitude toward BTRS. All variables in the research model were measured reflectively. All items were measured on 7-point Likert scales ranging from total disagreement to total agreement. Interviewees were unable to return back to previous pages in order to prevent (socially desirable) changes of the antecedent items once reaching later stages of the questionnaire. In addition, the research model was controlled by three variables (gender, age and job tenure). These have been one-item measures directly stated by the participants. The control variables are measured by a binary scale (gender), five ranges (age) and six ranges (job tenure). In order to measure the impact of intrinsic and extrinsic antecedents on BTRS, we adopted the behavioral intention construct of [25] and [48]. For example, participants were asked whether they intend to continue the BTRS app or whether they will use BTRS frequently.

5 Analysis and Results

The analysis of the survey was conducted with the partial least square (PLS-SEM) method. The use of PLS, as a structural modelling technique, creates an advantage by allowing the use of formative and reflective analysis, compared to the limited options when employing covariance-based analysis. PLS is suitable for small sample sized studies and can be used for complex models. The sample was defined and tested for non-response. Additionally, we applied Harman's single-factor test to check the presence of common method bias [49]. Thereafter, the structural model as well as the measurement model were assessed. We used PLS-SEM because of its ease of use when handling smaller samples, as well as its inherent ability to evaluate data not normally structured. Furthermore, PLS-SEM has the ability to map and analyze complex formative and reflective models. Moreover, PLS-SEM has potential advantages over linear regression models, distinguishing SEM as the method of choice when analyzing path diagrams for latent variables with multiple indicators [50, 51].

5.1 Sample characteristics, non-response and common method bias

Within our response sample, the average age of employees remains between 21 and 30 (64%). The participation for both BTRS and the survey was voluntarily. More men than women participated in our sample (76%/24%), resulting from a similar gender split within our total survey sample. On average, the respondents have been working at their company for one to two years. Thus, most of the respondents are younger on average and relatively new employees at their current employer. To counteract biases caused by data collection with single informants, we employed different procedural remedies for common method variance [52]. We used several procedural remedies (e.g., scenario, examples, well-developed scales, benefits of participation) as an ex ante measure to avoid the threat of common method variance [52]. Procedural remedies included a cover story with detailed descriptions and examples, as well as

the usage of well-developed scales, both of which decrease bias through ambiguous questions. Respondents were further motivated to accurately reply by initially stating that their opinion is valued, as well as by instructing them that there are no wrong answers, which both have been shown to decrease social desirability bias. Furthermore, we employed the marker variable technique [53] and chose willingness to learn (“continuous learning is important to me”) as the theoretically unrelated marker variable [54]. The highest variance that the marker shares with any other focal construct is below .05. Moreover, the adjusted correlations among the focal constructs revealed no major change in magnitude (<.02 and not significantly). In summary, there is no evidence of the presence of common method bias in this investigation.

5.2 Measurement model

Regarding our measurement model, item should rate the highest loading for the respective construct given in this model [55]. Additionally, item loads and internal consistencies of reflectively modeled constructs larger than 0.7 are commonly accepted and provided by this model. Furthermore, SDT variables are modeled as reflective constructs. Within our model, all item rates were above the limit of 0.7. To evaluate the reliability and validity of the constructs, Table 1 shows the Composite Reliability (CR) and Average Variance Extracted (AVE).

Table 1. Inter-construct correlations, CR, and AVE

	CR (no. of items)	A	A	B	E	E	R	S
		VE	TT	IN	CB	NJ	EP	US
A		.	.					
TT	.899 (3)	748	865					
B	.937 (3)	.	.	.				
IN		833	756	913				
E	.851 (3)			
CB		657	441	516	810			
E	.893 (3)		
NJ		735	538	363	221	857		
R	.958 (3)	
EP		884	480	436	460	2723	940	
S	.880 (3)
US		712	555	477	298	2823	534	844

Notes (also for following tables). CR = Composite Reliability. AVE = Average Variance Extracted. ATT = Attitude. BIN = Behavioral Intention. ECB = Extrinsic Motivation – Economic Benefits. ENJ = Intrinsic Motivation – Enjoyment. REP = Extrinsic Motivation – Reputation. SUS = Intrinsic Motivation – Sustainability. The bold numbers on the leading diagonal are the square root of the AVE.

Both of these requirements are satisfied due to the fact that all constructs demonstrate higher CR values than 0.7, as well as higher AVE values than 0.5 [55]. To assess discriminant validity, Fornell-and-Larcker provide a criterion by comparing the square root of the AVE with the correlations across the constructs. The criterion is met since all constructs have a higher AVE than any of their correlations with further constructs (see Table 1) [55].

The outer model of the formative construct is evaluated for the relevance of its respective factors and the threat of multicollinearity [56]. All factor weights with a p-

value smaller than 0.1 have been considered as significant. AVE values (bold numbers on the leading diagonal) indicate that the constructs meet these guidelines, cooperatively pointing to the discriminant validity of the constructs in the model. In summary, the results indicate that our model fulfils the common measurement properties. Additionally, we checked the results for cross-loadings. All items have higher loadings on their assigned construct in comparison to any other construct in the model [57]. Both the Fornell-Larcker criterion and the inspection of cross loadings, reveal no concerning results regarding discriminant validity. We computed a variance inflation factor (VIF) and considered all focal constructs. All VIF are below 3, indicating that our model estimations are stable.

5.3 Structural model

To assess the structural model, a bootstrapping procedure operating with 1,000 subsamples was enabled to estimate the statistical significance. In PLS estimations, the primary indicators of model fit are the R^2 value of the dependent construct [56].

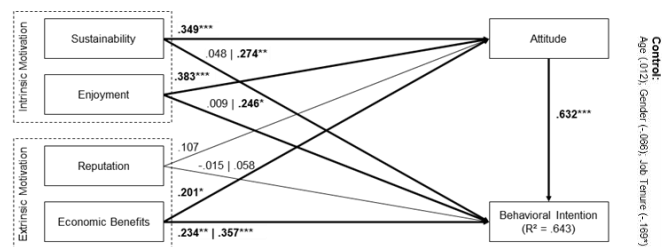


Figure 2. PLS-results

Notes. *significant at 0.1; ** significant at 0.05; *** significant at 0.01. For path coefficients on behavioral intention both direct effect and total effects (direct + mediated via attribute) are stated (separated by |).

This is presented in Figure 2, amidst the path coefficients indicating the strength of a contribution and the significance levels of these path coefficients. The R^2 value of .643 indicates the examined antecedents explaining nearly two-third (64%) of the variance in BTRS behavioral intention. One noteworthy observation is how no significant effects of increased reputation perception (extrinsic motivation) could be located. All other constructs have a significant positive effect on BTRS behavioral intention, both directly and indirectly via attitude formation. The structural model was controlled for interviewee's age, gender and job tenure. Only job tenure demonstrated a slightly negative, yet significant impact on BTRS behavioral intention (-.163, significant at .1). Altogether, H1a/H1b, H2a/H2b, H4a/H4b and H5 are supported, whereas for H3a and H3b no adequate effects were found.

6 Discussion and Summary of Findings

To address our first research question (*Do intrinsic motivation factors have an effect on the adoption of BTRS?*), we analyzed two intrinsic motivational dispositions and their effect on BTRS. Our results indicate that both sustainability and enjoyment

demonstrate a significant positive impact on both attitude and behavioral intention toward BTRS. In line with [34], individuals' *attitudes* toward sustainability increase the likeliness of BTRS adoption. This result suggests BTRS may play an important role for corporate social responsibility. As employees with an environmentally friendly attitude have been shown to be in search of a more sustainable society [44], such employees may be willing to take a role model as first movers, attracting their colleagues to pick up BTRS as well. Companies must interpret these individuals as authentic gatekeepers and promoters of BTRS, if it is to succeed, with other studies indicating that participation in sharing models is oftentimes primarily motivated by pragmatic or functional reasons. This intrinsic perspective partly contradicts current research, frequently finding that ecological reasons are playing a secondary role [27, 58, 59]. Moreover, we identified *enjoyment* as an antecedent of BTRS, replicating the results of [28], [60] and [61]. Alongside this, excitement and fun render important motivational predispositions for BTRS and shall be prioritized in addition to the common issue of matching offer and demand. To establish a BTRS, we suggest three considerations: Region-based (roll-out of BTRS services region by region to increase the likeliness of geographic coverage and demand matching), promotion-based (stimulate active or positive users as BTRS multipliers with their peers) or social value-based (demonstrating that meeting interesting colleagues and having stimulating discussions makes business travels more fun) [34]. Noteworthy, two out of three respondents (66%) stated to be well informed about different ridesharing apps, indicating that they do not forget about a BTRS services' ease of use. With regard to this simplicity, a BTRS shall meet or outperform expectations and standards set by its competitors.

Regarding the second research question (*Do extrinsic motivation factors have an effect on the adoption of BTRS?*), reputation and economic benefits have been analyzed. As suggested by [25], we were unable to find significant effects of *reputation* on BTRS adoption alike. Although we couldn't show a significant effect, this is not an indication for this factor to be irrelevant—or even detrimental—for BTRS adoption. Two possible explanations may be that employees perceive no reputation—or reputational advantages—from BTRS or reputation. Regarding *economic benefits*, our study indicates significant positive effects, especially on behavioral intention. This confirms the previous findings of [34], [41] and [25]. We reason that, first, to communicate a more effective use of travel time may stimulate corporate BTRS. Participants tend to favor options where they are able to concentrate on business tasks while being a passenger instead of driver. Moreover, traveling together may foster teamwork and networking among employees, allowing colleagues to network. Prospectively, this may stimulate work-related collaboration, innovation or problem solving, as unknown colleagues from different departments may be met by chance (similar to the garbage can model of [62]). Second, economic incentives for BTRS seem to provide appropriate support for higher BTRS adoption. Such incentives may be financial (e.g., partly sharing saved costs among BTRS users), indirect (e.g., donating savings to charity, thus combining extrinsic with intrinsic endeavors), or by gamification (e.g., by collecting points and providing high scores [63]).

As to our third research question (*Does the formation of positive attitudes toward BTRS have an effect on the adoption of BTRS?*), we could confirm the general assumption of attitudes preceding behaviors [33, 45]. Accordingly, increasing positive attitudes toward BTRS may promote higher BTRS adoption and usage. As perceived sustainability, enjoyment and economic benefits significantly positively influence BTRS attitude, BTRS providers may benefit from addressing employees' attitudes prior or whilst launching corporate BTRS services. We could show a distinct effect of attitude on behavioral intention that indicates no attitude-behavior gap to be present (as suggested by [25]), as long as BTRS is generally feasible (e.g., by a sufficient offer and demand, as well as employees' ride matching satisfaction).

By providing indications how intrinsic and extrinsic motivation jointly shape adoption of corporate shared mobility services (SMS), this study adds to the domain of GIS research. Following [4], it is important to understand the role of IS in forming beliefs, executing pro-environmental actions and reaching the desired outcomes. However, the interaction of beliefs and actions remains limited in behavioral [64] and design-oriented [3] research. This study addresses this gap by investigating how pro-environmental beliefs lead to the action of participating in BTRS. To be specific, we identified that sustainability beliefs strongly influence attitude and behavioral intention toward BTRS. Hence, our implication is to design BTRS applications that highlight and promote these beliefs, thus increasing shared rides and reducing harmful emissions. In bridging the gap between investigating and supporting pro-environmental behavior, we have addressed the urgency to provide solutions that will eventually lead toward saving our environment [65].

7 Limitations and Future Research

Although the demonstrated results support both theoretical and practical understanding of BTRS, limitations and paths for future research shall be noted: (1) As the researched BTRS service remains relatively novel, we assume – according to the innovation adoption lifecycle [66] – that innovators and early adopters predominantly represent our current sample. An additional survey at a later stage would be helpful to gain perspective for potential motivational differences or shifts within the sphere of the corporate user base, whether be it an early or late majority. Further research could also benefit from surveying the actual behavior. (2) To analyze and derive potential causal effects, quantitative methods have been applied. Methodologically speaking, qualitative techniques may constitute suitable supplements for providing in-depth details of specific variables or constructs, potentially leading to additional constructs or items to be considered in future research settings. In line, additional theories, such as the theory of planned behavior, may be important to paint a more holistic picture of successful BTRS service offerings. (3) Ultimately, future research can address in more detail the question of a potential gap between behavioral intention and demonstrated action, e.g. by using archival data from the BTRS platform to contrast interviewees' responses with their actual BTRS usage. Next, the construct of reputation, with the related question of

whether BTRS itself is not reputable enough or if reputation in BTRS contexts is not a relevant motivation factor, may receive additional inquiry. Qualitative or integrated approaches are promising to clarify this area. (5) Since the relatively small sample considered is largely composed of male participants and includes beta testers, future research should focus more on female participants and general users and increase the overall sample size. (6) Finally, the BTRS service diffusion is an interesting research field to provide further, practice-oriented insights, e.g. by elaborating upon and contrasting different role-out methods and their influence on BTRS adoption and acceptance. It might also be of interest to separate the research perspective between driver and passenger in BTRS, similar to the research on carpooling (e.g., [67]).

8 Conclusion and Future Research

In a world where the mobility sector is increasingly demanded of to contribute more toward climate protection, we researched motivational antecedents supportive of BTRS. The analysis strengthens both the academic and managerial proceeding by providing further insights and advancing the current BTRS discourse. In sum, three variables (sustainability, enjoyment and economic benefits) exerted significant and similar load levels, initially indicating that the BTRS representations may not be limited to a sole factor. Following these suggestions, integrated approaches addressing several motivational dispositions seem to promote BTRS more.

The presented study contributes to the existing research of the sharing economy by investigating and revealing important factors for participating in SMS in a corporate context, which have not been extensively examined by previous research. In addition, the study brings new aspects into the discussion for decision-makers in order to level, simplify and accelerate the service development of BTRS. Overall, this research enhances the understanding of sustainable SMS.

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