

Shared Economy Platforms: The Uber Phenomenon

Athens

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The Disruptors



Challenges Faced by Uber

Taxi industry is a regulated monopoly



Uber business model under pressure in many EU Member States

ECJ decision regarding transport v. e-Commerce



Employment issues: employees v. contractors



Data protection issues/GDPR



Uber's Future in Europe

- 1 Consumers want the convenience of platforms
- 2 Governments are not acting in the consumer interest
- 3 Additional societal benefits far outweigh the narrow interests of taxis
- 4 Ultimately, the Uber model will be successful