

## **TERMS OF REFERENCE FOR THE R&D PROJECT**

### **1. TITLE**

Study of methods of Evaluation of Partners in Sharing Economy by the Platform Providers

### **2. BACKGROUND**

**2.1** The sharing economy has revolutionized various industries, connecting service providers with consumers through digital platforms. In the sharing economy, there are three key actors: platform providers, partners or service providers, and consumers. Platform providers create and maintain the digital infrastructure that facilitates transactions and connections between partners and consumers. Partners or service providers are individuals or businesses offering goods, services, or resources through the platform. Consumers, on the other hand, are the end-users who access and utilize these offerings.

**2.2** In absence of any Indian Standard on the subject, the majority of the platform service providers are following their own standard operating procedures/guidelines for evaluation of partners which is leading to inconsistent and non-uniform service quality, potential risks, and challenges for partners, consumers and platform providers.

**2.3** Accordingly, the technical committee has decided to formulate a standard on evaluation of partners in sharing economy by the platform provider and undertake a research project on the same. This research aims to study the existing methods of evaluation of the performance of partners in the sharing economy by the platform providers focusing on identifying key factors and strategies that enhance their efficiency, reliability, and overall quality of service.

### **3. OBJECTIVE**

To collect and analyse the data from primary and secondary sources in regard to the existing methods of evaluation of partners in sharing economy by the platform provider.

## **4. SCOPE**

**4.1** Undertake study of existing literature which includes published research papers (minimum 50 papers), study conducted by any other organization, standard operating procedures (SoPs), case studies, best practices, international standards/standards of NSBs of foreign countries, if any.

**4.2** Comparative analysis of data collected as per **4.1**.

**4.3** Conducting an exhaustive study of the sharing economy necessitates the comprehensive collection of data through surveys, interviews, and platform analytics, employing both quantitative and qualitative analyses to scrutinize diverse sharing economy platforms across industries, delving into existing practices and global best practices, and meticulously identifying renewal factors for contracts/ agreements, including but not limited to service quality, pricing alignment, user experience, and communication effectiveness.

**4.4** The study should focus on collection of information and data collection and shall contain, but not limited to, the following:

- a) Introduction and background on the sharing economy
- b) On-boarding of partners
  - i. Process of engagement of partners
  - ii. Criteria for selection of partners
  - iii. Contract/agreement for terms and conditions
- c) Identification of key performance indicators (KPIs) for evaluation of partners
- d) Enhancement Strategies for partners by platform
  - i. Training
  - ii. Performance incentives and recognition
  - iii. Feedback and continuous improvement
  - iv. Consumer education for providing feedback and expectation of consumer
  - v. Dispute resolution mechanisms between platform providers and partners
  - vi. Data security and privacy protocols
  - vii. Use of technology
- e) Role of platform for Sharing Economy

- i. Identification of parameters of platform monitoring and reporting
  - ii. Type of partner support and resources
  - iii. Consumer and partner communication channels
  - iv. Partner and platform communication channels
- f) Identification existing procedures/guidelines
  - i. Standard operational procedures
  - ii. Audit and evaluation process of partners
  - iii. Processes to deal with non-compliance
- g) Continual Improvement by platform
  - i. Feedback mechanisms for evaluation of partners
  - ii. Periodic review and revision process

**4.5** Identification of Industry/Companies and conduct visits to collect information and data as per the sampling plan given below:

Type	Number of Platforms to be visited	Data to be Collected
Large Scale Platforms (Primary Data)	2	As per para <b>4.3, 4.4</b>
Medium Scale Platforms (Primary Data)	2	As per para <b>4.3, 4.4</b>
Small Scale Platforms (Primary Data)	2	As per para <b>4.3, 4.4</b>
Partners in Sharing Economy (Primary Data)	100	Feedback through structured questionnaires.

**4.6** Prepare an analytical report covering the details mentioned in para from **4.1** to **4.5**.

## **5. METHODOLOGY**

The study should follow a structured methodology that includes, but not limited to, the following:

- a) Review and analysis of the literature as mentioned in para **4.1**.
- b) Collection of feedback through circulation of questionnaire and analysis.
- c) Conduct visits as given in para **4.5**. After identification of Industry/Companies to be visited, take consent of BIS before proceeding further.
- d) Witness and observe the requirements as given in para **4.4** and **to 4.5** during the visits.
- e) Focused group discussions after the visits to analyse and comparative analysis of the collected data.
- f) Prepare a report based on the findings and data collected as per para **4**.
- g) The study should emphasize on longitudinal analysis to track the evolution of methodologies for evaluating partners in the sharing economy. This approach aims to uncover trends and shifts in partner assessment strategies over time, providing a historical perspective on the development of these crucial evaluation methods.
- h) The study should integrate analyses of technological innovation, regulatory landscapes, and social impacts. technological innovation assessments explore how emerging technologies influence and enhance evaluation methodologies, while regulatory landscape analysis identifies the impact of legal frameworks and potential areas for standardization. Social impact evaluations ensure that partner evaluation practices align with broader societal goals, promoting inclusivity within the sharing economy.

## **6. DELIVERABLES**

**6.1** An analytical report containing analysis of information and data as mentioned in para 4 and append evidence containing statements, questionnaire, details of interviews, outcome of consultation with stakeholders/experts and data collected during literature review and field visits.

**6.2** Hard copies as well as soft copies of the report shall be submitted within the timeframe.

## **7. TIMELINE AND METHOD OF PROGRESS REVIEW**

7.1 The time frame of completing the study and submitting the report is 6 months from the date of the award of the project.

7.2 Stagewise timelines:

- a) Interim Report covering the review of the literature, existing stipulations and visits plan for approval of BIS – **within 2 months** from the date of award of project from BIS.
- b) Report of site visits by the end **of 4 months** from the date of award of project by BIS.
- c) Draft project report covering all the aspects of the ToR – By **end of 5 months** from the date of award of project by BIS.
- d) The researcher taking up the project shall clear all doubts on provisions of research including ToR and BIS guidelines before acceptance.

## **8. BIS SUPPORT**

BIS will provide access to the latest available editions of Indian standards and/ or international standards relevant to the project, on request.

## **9. NODAL PERSON**

Aditya Bhatt

Scientist- C & Member Secretary, SSD 09, Services Sector Department

Bureau of Indian Standards

Email: [ssd@bis.gov.in](mailto:ssd@bis.gov.in)

\*\*\*\*\*