

A THEORETICAL MODELING OF A RIDE SHARING ECONOMY
- A CASE FOR ECO FRIENDLY ALTERNATIVE

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ABSTRACT

The advent of the ride-sharing economy has revolutionized urban transportation, offering both riders and drivers new opportunities facilitated by digital platforms. This thesis examines the intricate dynamics of ride-sharing, particularly focusing on the impact of dynamic pricing strategies, the adoption of electric vehicles (EVs), and consumer perception. Employing quantitative analysis and user experience surveys, the study reveals how dynamic pricing affects driver earnings and rider satisfaction. Furthermore, it investigates the drivers' and consumers' willingness to transition to EVs within the ride-sharing ecosystem. The findings suggest that while dynamic pricing ensures a balance between supply and demand, it also influences consumer perception and the rate of EV adoption. The research contributes to a deeper understanding of the digital platform-based economy and offers insights for sustainable practices and policy-making in the ride-sharing domain.

Keywords: Ride sharing economy, rider, driver, digital platform, dynamic pricing, EV adoption, Consumer perception,

A handwritten signature in black ink, reading "Adarsha Chattopadhyay". The script is cursive and fluid, with the first name "Adarsha" and the last name "Chattopadhyay" clearly distinguishable.

Adarsha Chattopadhyay

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