

Analysis of Sharing Charging Treasures from the Perspective of New System Economics

-- Advantages, Problems and Governance

Xingyue Luo

Anhui University of Finance and Economics, Anhui, China

Abstract

The shared economy is an inevitable product that has gradually developed continuous development of economics in the new century. The shared economy generally refers to an individual or agency with idle resources, and pays the use of resources to others. The transitioners have got a certain return, and the resources of resources have access to use to create certain value. Sharing charging treasure as a rear trend of the shared economy, which brought some convenience to people under the role of new technologies, but at the same time, a series of questions also caused people's attention. As a discipline close to life, new institutional economics, from this perspective, analyzes new results and thinking. This article is based on the new institutional economics theory, and will share the development advantage of charging treasure from the perspective of property rights theory, transaction cost theory. At the same time, in depth, there may be problems such as excessive development, safety hazards, and this For breakthrough points, the corresponding recommendations and countermeasures are proposed.

Keywords

Sharing Charging Treasure; New Institutional Economics; Transaction Cost Theory; Property Rights Theory.

1. Introduction

The rapid development of the information age has increased the time of the use of electronic products, and the advancement of many technologies such as online cloud technology also allows people to deepen their dependence on electronic devices such as mobile phones and tablets. When you go out of the elevator, when you sit on the subway, you look up when you look at the so-called "low". However, resources are limited, and the use of too long will eventually be exhausted, and if there is a product around you can help you quickly charge, you will bring you convenience. Based on such thoughts, sharing charging treasure oil is born. In fact, "sharing" two words are no longer unfamiliar to most people. Speaking of sharing the economy, people will first think of sharing bicycles. Sharing bicycles as a "leader" of sharing economy, and the difficult process of growth is well known. The emergence of sharing bicycles has greatly solved the problem of "the last km" of people, but it is a waste of resources caused by it, and many problems such as malignant competition have also caused many companies to fail. end. And shared charging treasure, which must have many problems as "the show".

Depending on the research angle, different scholars have different research results of sharing charging treasure, so they have different attitudes held for shared charging treasures. Some scholars believe that the sharing of charging treasures is feasible. Hong Ru (2018) investigated the view of the Zhejiang people in the form of a survey questionnaire. The final result indicated that 52.78% of people hope to share charging treasures to achieve national sharing, so they have got a sharing of charging treasure with broad prospects [1]. However, some scholars do

not recognize sharing charging treasure. Shi Pengli (2017) analyzes the market by profit model, admission threshold and finally she found that shares charging treasures does not have potential demand [2]. But most scholars are neutral attitudes to share charging treasures, they think that sharing charging treasures have both advantages and disadvantages. Li Xingjian (2018) starts charging treasure for research, from profit models, promotion methods, and ultimately believes that sharing of charging treasures have their own unique advantages and characteristics, but there is also their own special problems and defects [3].

It can be seen that scholars have made great contributions to the study of shared charging treasures, but from the perspective of institutional economics to investigate the sharing of charging treasures and less. In fact, property rights theory, transaction cost theory as a "new" of new institutional economics, has a good actual value for explanation and resolving sharing charging treasure. Therefore, this paper will be based on the two major theories of new institutional economics, from the sharing of charging treasure property and the right to use rights, the impact of the transaction costs, etc., the cause of the development is rapid. At the same time, I also questioned the cost and profit model single and other angles: sharing the charging treasure industry seems to be "pseudo demand" and "fallen". Finally, we will raise constructive opinions from the perspective of new institutional economics, in order to provide a certain theoretical support for shared charging treasures.

2. Share the Development of Charging Treasure and the Status Quo

The first debut of the sharing of charging treasure is in 2014. After the emerging industry, especially in the sharing bicycle, its appearance rapidly won the attention of many people. Shenzhen Call Electricity Co., Ltd. is the first company in China who provides sharing charging treasure (hereinafter referred to as "calling technology"). It was established in August 2014, breaking the shared charging treasure from an inability. In June 2015, the first generation of self-help rental of electricity technology was officially unveiled. In August of the same year, it applied for and passed 32 patents. As of September 2017, just two years, calls have been applied for 85 patents. It can be seen that the call in the industry in the industry has taken great advantage in the development of the industry.

After the successful test water, more and more companies and investors have entered the industry of sharing the charging treasure. 2015 Shenzhen Street Electric Technology Co., Ltd. was formally established, which provided a different form of service, namely "Anker Street". "Anker Street" is a brand new mobile charging service model. By placing a charging box device within the vendor specified in the field, the person who needs charging treasure can remove charging treasure in the machine through the QR code on the autonomous scanning device and temporarily use it. In 2017, street electrical technology received a strategic investment from 300 million yuan from Jumei Premium. In 2016, several team members from Alibaba founded Beijing Iiyuan Network Technology Co., Ltd. (hereinafter referred to as "Small Electricity"). Since members have a certain Internet gene, they will inevitably be further further studies on wireless charging and hardware. When the product has not officially launched, Small Electric Technology has been recognized by many industry experts, and has obtained a million dollars in the early stage.

At this point, the situation of sharing charging treasure "Three During" has emerged. It is because of the high-end high-financing, high development rate, under the driving of profit, large and small businesses, starting to enter the gates of the sharing treasure. It is because of the low threshold of this industry, the market has expanded in a short period of time, but the number of demands is limited, and it has a crisis in the industry that makes sharing the charging treasure. Vicious competition, under such a situation, the price war is in touch. In the wind of the shared economy, many small enterprises have banned due to the difficulties in the previous

financing, and the cost of higher cost is bankrupt. In the end, the company's share of China's sharing treasure market has probably only more than ten, including the top three of the comprehensive strength, the top three, still developed earlier electronic technology, small electric technology and street electrical technology [4]. The changing tide of sharing the charging treasure triggered people's thinking about the industry, it seems that the model of charging treasure is just a simple follow-up of sharing bicycles and other sharing economies. The original intention of opening sharing charging treasure may only be earned by the heat of sharing economy Take a big fortune, not hopefully solve people's lives. But is the truth?

Table 1. Sharing charging treasure investment financing

Company Name	Financing Amount	Financing time	Rounds	investor
Calling technology	20000000	April 2017	A wheel	SIG Haina Asia, red dot Ventures China Fund, Jiuhe Venture
Small electricity technology	Tens of millions of yuan	March 2017	Angel wheel	Jinsha River Venture, Angel Investors Wang Gang, Detricle of Capital, Silver International, Yingdong Capital
	100 million yuan	April 2017	A wheel	Tencent, Yuan Yu Capital, Dinghui Capital, Taoheng Investment, Angel Investor Wang Gang, Jinsha River Venture, Germany, Song Capital
Street electrical technology	Hundreds of millions of yuan	March 2017	A wheel	IDG capital, Xinva

Based on this question, this paper will use the new institutional economic perspective, the use of transaction cost theory and property rights to carry out in-depth discussion and research on sharing charging treasure, which provides corresponding theoretical basis for the rational development of the charging treasure industry.

3. The Sharing Charging Treasure from the Perspective of the New Institutional Economics

3.1. Sharing the Transaction Cost Theory behind Charging Treasure

According to the transaction cost theory of new institutional economics, we found that sharing charging treasures on people's transaction costs is uncertain.

The maximum convenience of sharing charging treasure to people is that it reduces people's time cost to some extent. Sharing charging treasure as a movable electronic device, more flexible than traditional limited charging lines. Before the emergence of sharing charging treasure, if you want to charge your mobile phone, you must charge your mobile phone charger or the self-charged treasure. This requires the following requirements: First, this person must bring a mobile phone charging line when going out; secondly, the interface he carries or can temporarily borrow the charging line of the charging line must be consistent with his mobile phone interface; finally, it is often the most What is achieved is that he must find the socket that can be used. Sharing charging treasure just solves the above limitations. When the shared charging treasure appears, even if a person will take the charging line, he can also replenish the phone electricity in the shopping mall, cafe, etc. At the same time, sharing the charging treasure also takes into account the problem that the charging interface must match, so a charging treasure often has three charging lines of different interfaces. Charging treasure roughly three types, but our most common is the mobile sharing under mobile scenes, that is, the cabinet we can see in large shopping malls - people need to charge it from the cabinet when they need to charge. And when it is returned, it is not necessarily the original machine. It can be seen from this point that the sharing charging treasure is greatly saved in people without sharing charging

treasure, because people do not need to waste time in order to find rechargeable sockets. In addition, the shared charging treasure has no limitations, simple operation, simple operation, when a person is using shared charging treasure, "scan code, take-out, put back", after use, he only needs to complete this Three steps. Therefore, this also reduces the transaction costs that people go out to charge mobile phones.

re is greatly saved in people without sharing charging treasure, because people do not need to waste time in order to find rechargeable sockets. In addition, the shared charging treasure has no limitations, simple operation, simple operation, when a person is using shared charging treasure, "scan code, take-out, put back", after use, he only needs to complete this Three steps. Therefore, this also reduces the transaction costs that people go out to charge mobile phones.

However, sharing charging treasure is not always beneficial for transaction costs. From generation to this, the sharing of charging treasure is no longer the first time. Started in order to get the later consumer group, some of the shared charging treasures of some places are free. With the increase of the number of users, the cost of sharing the charging treasure is free from the free, up to 0.5 yuan an hour, and then 1.5 yuan an hour, 3 yuan is even more even higher. More and more sponsored sounds appear in the market that shared charging treasure. According to relevant investigations, the more business is often hot, the higher the cost of sharing charging treasure. Under normal circumstances, if a person wants to buy a quality medium charging treasure usually takes about 100 yuan, and sharing charging treasure If the cost is calculated according to the charge per hour, the accumulated charge 67 hours or so, almost buy a self-charge treasure. Therefore, for a person who often depends on the mobile phone, it is not more than the private charging treasure economy who uses sharing charging treasure.

3.2. Sharing the Property Theory behind the Charging Treasure

The biggest difference between sharing charging treasure and private charging treasure is that sharing charging treasure does not have exclusive. Private charging treasure because of exclusive, therefore only owns property rights, it has its own rights. In fact, in fact, it is a single private charging treasure, most of the time it is idle, because most people are difficult to charge the treasure at home. So a charging treasure can also be used by other people when they are idle, and the efficiency of resources is higher. Sharing charging treasure can solve this problem well, it is similar to sharing bicycles, which uses this principle of using the right and ownership, and ultimately enables the society to change.

However, this improvement is very small. According to relevant statistics, the current shared charging treasure is not high, such as small electric technology, street electrical technology, which has 6-12 charge treasures, but the frequency is less than 0.2 per day. Therefore, it is not strong that the demand for sharing charging treasure industry through data is not strong.

4. Share the Problems in the Development of Charging Treasure Industry

Although sharing charging treasure has gained a lot of business and socialists when they have just yet, it is indeed convenient to bring people's lives in some cases, but the problems reflected behind it will not be underestimated. Specifically, we have the following summary:

4.1. Credit Risk May Result in a Rapid Expansion of Consumer Groups

The core problem of sharing economic model is trust. Similar to the shared bicycle, the deposit is the reason why many originally desirable use of sharing charging treasure halfway. At present, the social market is, for example, a large number of companies in the previous period, many small companies have retired from the industries due to unable to withstand funds, and the issues brought by many users have been deposited after delivery. No return. Such a phenomenon occurs often, and it also brought pressure on the shared charging treasure.

4.2. Excessive Resource Waste

After sharing the charging treasure, many companies quickly joined this to look at the profitable industry. In an instant, sharing charging treasure has become a "new darling" in sharing economic market. Under the trend of interest, countless capital begins to be sought after. Numerous companies will use capitals that are originally intended to invest in other industries to support sharing charging treasure. Because of a technique, it will eventually be successful, to a large extent, depending on the scale of funds in the previous period. Therefore, excessive fund investment cannot quickly go back to this, which makes the vast majority of small and medium-sized enterprises closed, and finally cause a lot of waste.

4.3. Thinking about Safety Performance

Sharing charging treasure is due to close contact with our mobile phone, and mobile phone is an indispensable part of our lives, and its security issues have always been very concerned about topics. The safety of sharing charging treasure is reflected in the following two aspects: First, sharing charging treasure has problems with personal privacy leaks. Because charging treasure is in use, the data line will be directly connected to our private equipment. If the data line has passed some people's private transformation, it is likely that personal information in our mobile phone will be leaked. "You can steal user private information through a data cable, which is likely to be abused by individual companies, which affects the reputation of the entire industry, which is a deadly defect for charging treasure [5] ."Second, charging treasure belongs to flammable and explosive items, and people tend to carry it with you, if the manufacturer is making It is not too high for technology. The quality of charging treasure is not cleared, which is likely to trigger a large safety incident.

5. Suggestions and Countermeasures of the Development of Sharing Charging treasure from the Perspective of Institutional Economics

5.1. Government Level

In response to the shortcomings of sharing charging treasures, the government should strengthen supervision and have the following aspects:

The first is to strengthen the supervision of enterprises. It is because of the characteristics of charging treasure itself, if a company is in order to save costs, in order to save costs, in order to save costs, once there is an error, the consequences are unimaginable. Therefore, the government as a regulatory authorities, and its obligation is also responsible for supervising the sharing charging treasure industry. For example, we can improve relevant laws and regulations, and punish companies in violation of legal laws.

Second, strengthen the norms of the industry entering the threshold. At present, the entry threshold for the charging treasure industry is generally too low. Compared to some industries, sharing charging treasures is relatively small in the previous investment cost, which will attract many people who are originally unrelated to the industry. Sharing charging treasure is a technology-intensive product, in fact it should be very high. Such contradictions will also make large-scale chaos inside the market, and eventually excessive waste of resources such as funds. Therefore, the government should regulate the entry threshold for enterprises, such as formulating related franchise mechanisms.

Finally, it is to strengthen the supervision of deposits to protect the rights of users. Sharing charging treasure is similar to shared bicycle, we must not see the issue of "deposit is difficult" like sharing bicycle. For this reason, the government should clearly define the main body of deposit, introduce third-party credit institutions such as financial institutions to prevent the risk of user funds.

5.2. Corporate Level

First, enterprises should be rational decision-making, formulate reasonable development strategies, and reduce the dependence on financing. Financing is important for a company, but if a company cannot develop a strategic goal that suits you and clear, even if it is integrated into more funds, it will only be able to have no unbearable debts. Therefore, a company should make reasonable planning for its future development goals before preparing to enter the industry. For example, the company is planning to invest in a certain period of money, which is also assigned to all aspects of the company's operation. What is the expectation of the company's net income in the next month, whether the company will make profitable, profitable, and how much will be profitable. These issues are a thinking that the company that truly wants to succeed.

Second, enterprises should increase technical investment and pay attention to hardware safety performance and development. At the same time, enterprises should also constantly develop new technologies on the basis of the original technology, think about different innovations in other companies in the industry, such as increasing new features in the original function, ensuring that their products will have certain places Attractive.

In addition, in order to expand the scale of consumer groups, companies can also consider implementing credit free deposit systems during decision-making. Users can use their credit on the third party platform as a mortgage, which facilitates the establishment of a longer long customer relationship.

References

- [1] Hongru: Research on the investigation of Hangzhou shared charging treasure (Industry economy). (In Chinese).
- [2] Shi Pengli: Sharing charging treasure - more rapid tunnel than bicycles (China Strategic Emerging Industry, China 2017), p.22-25. (In Chinese).
- [3] Li Xingjian, Wu Shoufang, Li Bai Xuan: Research on Sharing Charging Treasures under the Economic Age (Modern communication, China 2018), No.23, p.70-71. (In Chinese).
- [4] Yang Menghang, Li Hui: Analysis of the Development History and Competitive Situation of China 's Sharing Bao Industry (modern commerce, China 2018), p.29-31. (In Chinese).
- [5] Liu Minjuan: Sharing charging treasure deficiency is strong, safety is low in fatal defects (Business observation, China 2017), p.16-17. (In Chinese).