

. 2011. 2 (1).

4- « »

4- « »

... ..

. .

... ..

. .

« »,
(,)

**ONLINE-
WEB-**

- , -
shared

economy -

, [1]. -

. -

- , .

, , .

, web-

online- .

[2]. -

, .

.

, , 2 , 15 -

[3]. -

. -

1,

1-

| | | | | | | | | |
|----------------|------|------|---------|------|-----|----------|---------|----|
| | | | | | | | | |
| | 2015 | 400 | 4,9-7,5 | 4-20 | - | 800 | 360 | 45 |
| Moussa Project | 2009 | 3000 | 12 | 4-5 | - | 500-2000 | 90-360 | 18 |
| Rentmani a () | 2012 | 200 | 4 | 5-10 | 30% | 500 | 90 | 15 |
| Dress Up Bar | 2014 | 3000 | 4,5 | 5-30 | 1 | 100-2200 | 100-600 | 13 |

web-

2

web-

[4, 5, 6, 7].

2 -

web-

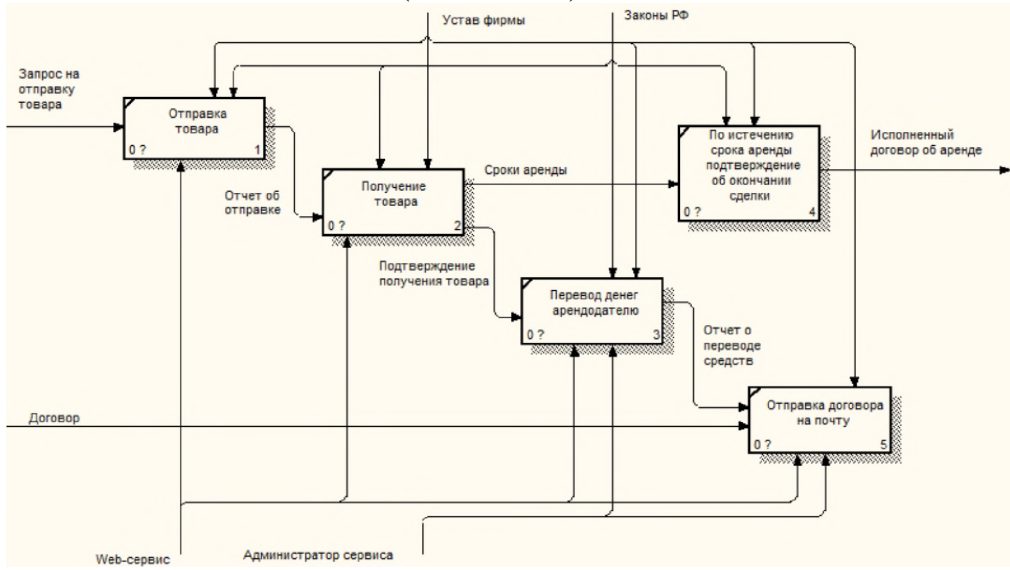
| | | | | | | | |
|----------------|---|---|---|------|------|--------|---|
| | | | | | | Online | |
| Beriigray () | - | + | - | - | -() | - | - |
| Toyrent () | , | + | - | - | -() | - | - |
| Arendorium () | | + | + | +() | + | - | + |
| Rentmania () | | + | + | +() | + | + | + |

web-

online-

<<

>> (2).



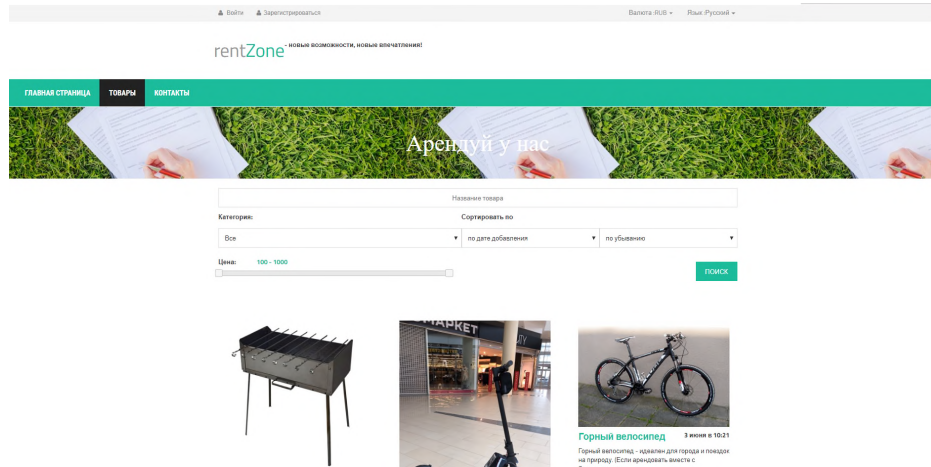
6 -

<<

>>

web-

7.



7 -

online-

web-

1. « »
 // . - 2016. - . 2016. - . 8.
2. Share economy: ? //
<http://www.therunet.com/articles/497-share-economy-modnyy-trend-ili-novaya-model-potrebleniya> (Share economy: modnyj trend ili novaja model' potrebleniya?)
3.
 // . - 2015. - .
- 111.
4. []: - :
<https://www.arendorium.ru/>
5. Rentmania []: - :
<https://rentmania.com/>
6. []: - :
<https://beriigray.ru/>
7. ToyRent []: - : <https://toyrent.ru/>