



## Examining the Sensemaking Process of Economically Vulnerable Groups in the Sharing Economy Context

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**Abstract.** *This study aims to integrate the sensemaking literature with the transformative service research to understand the decision-making processes of economically disadvantaged stakeholders in their interactions with ride-sharing companies. Through an exploratory qualitative investigation, based on the analysis of 53 in-depth interviews and a thematic analysis of the content of the two main social networking groups for vulnerable groups, the study found that the selection of vulnerable actors is influenced by a complex interplay of five elements, leading to three distinct sub-groups: non-switchers, switchers, and double agents. This research presents an empirical model that examines how the sensemaking and decision-making processes of marginalized and vulnerable stakeholders might impact the long-term viability of the business model of ride-sharing companies.*

**Keywords.** *sensemaking, vulnerable groups, wellbeing priorities, TSR, sharing economy*