The On-Demand Economy is rapidly expanding across the global economy. This is defined by on-demandeconomy.org as economic activity created by technology companies to fulfill consumer demand via the immediate provisioning of goods and services. Prominent on-demand companies are Uber and Airbnb but larger firms are also starting to enter these markets through partnerships or acquisitions. This reading list contains over 20 publications mainly published in the last 5 years and aims to give insight to various topics.

The Library will periodically add new resources to this list. Links to the full-text are indicated. If you encounter any problem in retrieving the materials, please contact library@sutd.edu.sg for assistance.

Please also forward us titles that you would like to share with others in this list.

**TOPICS**
- Market Overview
- Consumers
- Companies
- Workforce

**MARKET OVERVIEW**


**CONSUMERS**

Insights into the on-demand consumer needs and experiences.


**COMPANIES**

Firms that provide on-demand services and are digitally based (primarily mobile). With the aim of offering convenient access to goods and services.
The On-demand Economy list of On-demand Companies. Retrieved from https://theondemandeconomy.org/participants/


WORKFORCE

Issues and concerns pertaining to the on-demand market.


