
DÓRA BÁLINT: OSZKÁR, THE HUNGARIAN RIDESHARING PLATFORM AS AN EXAMPLE OF RESILIENCE IN MOBILITY

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In mobility, peer-to-peer platforms have been rising in every geographical scale. One of them is OSZKÁR, a long-distance ridesharing company which connects drivers and passengers between settlements. It has grown larger than any other Hungarian ICT facilitated platform in this sector which means OSZKÁR can be an excellent example to examine domestic users' mobility patterns in detail. On-demand or sharing economy enables for travelers to give a quick response to mobility changes which can be grouped into two categories. The first case is when occasional events concentrated in one place (e.g. festivals, sports events) so smaller settlements have suddenly become popular destinations for travelers. Public transportation or other service providers can't adopt these changes fast enough to meet the demand. On the other group is the seasonal factor (e.g. holidays) when a large number of people are traveling (e.g. families, students) to specific destinations and choose an alternative way of transportation. Both cases ridesharing platforms can be a highly adaptable form of mobility with the help of internet and smartphones. I examine this fluidity in case of OSZKÁR. I use a database from the platform which contains passengers' departure and arrival settlements to demonstrate this resilience. I choose four different dates to examine the impact of the events in the number of routes. According to my hypothesis, these events can highly affect the number of passengers and the types of destinations.

KEYWORDS: ridesharing, on-demand economy, mobility, resilience