

## Transformative Sharing Services at the Base of the Pyramid segment

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This research aims to explore the phenomena of transformative sharing services (TSS) at the base of the pyramid segment (BoP). To attain this, a model was developed which examined the process of involvement in TSS engendering the flourishing (well-being) of service providers in the BoP segment. Grounded in the review of literature, in a single model, this study empirically investigates: (1) the effect of trust in TSS on the flourishing of service providers; (2) the effect of trust in TSS on the flourishing of service providers through attitude towards TSS and job satisfaction in succession; and (3) the effect of Big Five personality traits on the flourishing of service providers. As a consequence, adopting a pragmatic philosophical underpinning, a sequential mixed methods approach was employed. Owing to the paucity of research within the context of transformative services in the BoP segment, an initial exploratory qualitative element, consisting of 20 in-depth interviews, was conducted in order to refine the proposed theoretical framework of the study. Later followed by a quantitative research phase consisting of electronic survey research, a total of 272 questionnaires, approached via convenience and snowball sampling, were processed for analysis.

The key characteristics as well as trends in opinions of the respondents were analysed through descriptive statistics, whereas inferential statistics using Structural Equation Modelling (SEM) tested the hypothesis and the model fit. The study provides strong evidence in support of the positive relationship between trust in a TSS and flourishing of service providers in the BoP segment. Moreover, the results revealed the existence of a serial mediation process, wherein the service provider's trust in TSS led to their positive attitude towards TSS, which sequentially enhanced their job satisfaction levels with the TSS platforms, lastly influencing their flourishing. The results also revealed that only the personality traits of extraversion and emotional stability significantly moderated the relationship between attitude and flourishing, and job satisfaction and flourishing. This study contributes to the theoretical and practical knowledge by pioneering in providing evidence regarding the antecedents of involvement in TSS that lead to the flourishing of service providers in the BoP segment. It also makes recommendations, suggesting strategies to cope with the challenges identified in the BoP segment. Finally, providing a roadmap for policymakers and managers, facilitating in the successful implementation of transformative sharing service platforms that aid in uplifting the wellbeing of individuals in the BoP segment.