

## **Car-Sharing Applications as Social Innovation in Morocco: Substitutes or Complements to Traditional Taxi Services?**

### **Les applications de covoiturage comme innovation sociale au Maroc : substituts ou compléments aux services de taxi traditionnels ?**

<sup>[1]</sup> **EL AIDI Abir**

PHD student in Economics

FSJES Cadi Ayyad University, Marrakesh, Morocco.

Laboratory of innovation and research in quantitative economics and sustainable development

<sup>[2]</sup> **AATANY Merwan**

PHD student in Economics

FSJES Cadi Ayyad University, Marrakesh, Morocco.

Laboratory of innovation and research in quantitative economics and sustainable development

<sup>[3]</sup> **TARBALOUTI Essaid**

Professor and researcher

FSJES Cadi Ayyad University, Marrakesh, Morocco.

Laboratory of innovation and research in quantitative economics and sustainable development

<sup>[4]</sup> **ALAAMRI Nahid**

Doctor in Economics

FSJES Cadi Ayyad University, Marrakesh, Morocco.

Laboratory of innovation and research in quantitative economics and sustainable development

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## Abstract

This study aims to analyze the impact of ridesharing applications on the transport market in Morocco, particularly their ability to compete with regulated taxi services and to influence pricing and the social well-being of users. The methodological approach is based on a semi-structured interview with a Moroccan startup focusing on the evolution of carsharing applications, competitive dynamics, and the analysis of user data to inform the discussion of the research hypotheses.

Our findings indicate that ridesharing applications provide a certain degree of pricing flexibility, offering alternatives to traditional taxis. However, current competition remains limited, and although users benefit from an improvement in social well-being due to a service perceived as higher quality, taxis maintain a position in the market. The study also reveals that ridesharing services do not fully substitute for taxis but rather complement them.

Our research enriches the debate on the transformation of the transport sector in Morocco by providing insights into the interaction between ridesharing services and taxis, as well as the economic and social implications for users.

**Keywords:** Monopoly, free market, carsharing, taxis, social well-being.

## Résumé

Cette étude analyse l'impact des applications de covoiturage sur le marché du transport au Maroc, en mettant l'accent sur leur capacité à concurrencer les services de taxi réglementés, leur influence sur la tarification et le bien-être social des usagers. La méthodologie repose sur un entretien semi-structuré mené auprès d'une startup marocaine, portant sur l'évolution des applications de covoiturage, les dynamiques concurrentielles et l'exploitation des données utilisateurs afin d'examiner les hypothèses de recherche.

Les résultats montrent que les applications de covoiturage introduisent une certaine flexibilité tarifaire et constituent des alternatives aux taxis traditionnels. Toutefois, la concurrence demeure limitée et, malgré une amélioration du bien-être social des usagers liée à une qualité de service perçue comme supérieure, les taxis conservent une place importante sur le marché. Les services de covoiturage apparaissent ainsi davantage comme des compléments que comme de véritables substituts aux taxis.

Cette recherche contribue au débat sur la transformation du secteur du transport au Maroc en apportant des éléments d'analyse sur les interactions entre covoiturage et taxis, ainsi que sur leurs implications économiques et sociales pour les usagers.

**Mots-clés :** Monopole, marché libre, covoiturage, taxis, bien-être social.

## Introduction

The transport sector in Morocco faces major structural and regulatory challenges, particularly with regard to equitable access to mobility services and the quality of service provision. Historically dominated by a taxi monopoly regulated through a licensing system, the market has long been characterized by inefficiencies and recurrent abuses that directly undermine consumer welfare. The lack of effective competition has resulted in high fares and inadequate service quality, a phenomenon widely documented in the economic literature on the adverse effects of monopolistic market structures (Tirole, 1988). In this context, the Moroccan urban transport system provides a particularly relevant case for analyzing the tensions between regulation, competition, and social welfare in developing economies.

In recent years, the emergence of ridesharing<sup>1</sup> applications has profoundly transformed the Moroccan urban transport landscape. Beyond their technological dimension, these platforms can be understood as a form of social innovation, insofar as they aim to address unmet societal needs by combining economic efficiency with social considerations. Social innovations primarily seek to respond to concrete social problems through inclusive, flexible, and context-specific solutions, rather than merely introducing new technologies (Mulgan, 2014). In the Moroccan context, where access to reliable and affordable mobility remains uneven, ridesharing platforms represent an innovative response to structural deficiencies in public and semi-public transport systems.

Ridesharing applications facilitate direct interaction between drivers and passengers, offering alternative mobility solutions often perceived as more affordable, transparent, and responsive to users' expectations. Their rapid diffusion in Moroccan cities reflects not only technological adoption but also a growing societal demand for fairer and more efficient transport services adapted to local constraints.

This dynamic raises a central research question that this article seeks to address: *to what extent can ridesharing services act as effective substitutes for traditional taxi services in Morocco, while simultaneously functioning as social innovations capable of improving overall economic and social welfare?* As such, these platforms challenge the dominance of traditional taxi services and stimulate debate regarding their role as substitutes? or complements within the regulated transport market?

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<sup>1</sup> Ridesharing: commonly referred to as carpooling, is a shared mobility practice in which a driver makes available spare seats in their vehicle for a common trip, often coordinated through a digital application (Furuhata et al., 2013). This practice represents a sector-specific application of the collaborative economy in the transportation domain (Shaheen et al., 2016).

Empirical evidence from other contexts suggests that such platforms can contribute to price reductions and service quality improvements through increased transparency and competitive pressure.

While existing research on the collaborative economy<sup>2</sup> highlights the potential of ridesharing platforms to enhance efficiency and user satisfaction (Belk et al., 2019; Meelen & Frenken, 2015), the majority of these studies remain concentrated in developed economies and pay limited attention to the specific institutional and socio-economic conditions of developing countries. Moreover, few studies explicitly analyze ridesharing through the lens of social innovation<sup>3</sup>, particularly in relation to urban transport competition and consumer welfare in North African contexts. This gap in the literature limits our understanding of how such platforms interact with regulated monopolies and how they reshape mobility outcomes in cities like Casablanca, Rabat, or Marrakech.

Moreover, the analysis addresses the social and economic implications for drivers themselves, an aspect often overlooked in regulatory debates. While the taxi monopoly provides a degree of income stability for licensed drivers, ridesharing platforms offer more flexible yet potentially precarious working arrangements. This duality raises important concerns related to labor conditions, income security, and social protection, calling for a balanced regulatory approach that reconciles economic efficiency with social justice (Rogers, 2020). By integrating the perspective of drivers alongside that of consumers, this study adopts a comprehensive approach to evaluating welfare effects in the transport sector.

The contribution of this article is both theoretical and empirical. From a theoretical perspective, it enriches the literature on social innovation by linking it explicitly to competition theory and urban transport economics in a developing-country context. It conceptualizes ridesharing not merely as a digital disruption, but as a socially embedded innovation capable of reshaping market structures and welfare outcomes.<sup>4</sup> From an empirical perspective, the study provides original evidence from Morocco, a context that remains largely underexplored in existing

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<sup>2</sup> According to Botsman and Rogers (2010), the collaborative economy refers to: consumption and production models based on the sharing and access to underutilized goods or services, typically mediated through digital platforms. Frenken and Schor (2017) further emphasize that these models are characterized by a focus on usage rather than ownership, while simultaneously reconfiguring relationships between economic actors

<sup>3</sup> Social innovation can be defined as: the development and implementation of new solutions, products, services, or organizational models aimed at addressing social needs, while simultaneously transforming social relationships and existing governance structures (Mulgan et al., 2007; Moulaert et al., 2013)

<sup>4</sup> In this context, the collaborative economy serves as the overarching analytical lens, ridesharing represents a specific application of this framework in the transport sector, and social innovation refers to the capacity of these practices to generate new solutions to social needs while simultaneously enhancing collective well-being.

research. Drawing on qualitative and contextualized analysis, it sheds light on pricing dynamics, consumer perceptions, and drivers' working conditions, thereby offering policy-relevant insights into the regulation of ridesharing services in emerging urban economies.

The objective of this study is therefore twofold. First, it seeks to determine whether ridesharing applications can constitute a viable substitute for traditional taxi services in Morocco, with particular attention to pricing, service quality, and consumer welfare. Second, it aims to assess the broader social and economic implications of transport market liberalization, emphasizing the role of social innovation in improving mobility, accessibility, and inclusiveness within a specific institutional framework.

### **Two hypotheses guide our analysis:**

**Hypothesis 1:** Ridesharing applications lead to a significant reduction in transport prices compared to regulated taxis due to increased competition and pricing flexibility.

**Hypothesis 2:** Ridesharing applications improve the social well-being of users through the competition introduced into the transport sector with the advent of ridesharing.

To address our research question and hypotheses, our paper follows this structure: We will discuss several sections aimed at analyzing in-depth the dynamics of monopoly and competition in the transport sector while shedding light on the implications for the social and economic well-being of consumers. In the first section, titled "Theoretical Framework," we will first address the concepts of monopoly and competition, highlighting their stakes for consumers and the market. We will then explore the effects of competition on social and economic well-being, as well as the challenges it presents, before examining the necessity of social innovation to improve the quality and accessibility of transport services. The second section will be dedicated to case studies, where we will analyze examples of successful reforms and the lessons learned from these experiences. Finally, we will focus on a specific case study of a Moroccan company, using their user data from the northern and central regions of Morocco to enrich our analysis and illustrate the points raised in the previous sections. This structured framework will allow us to deeply explore our research question and propose concrete avenues for the development of the transport sector in Morocco.

## **1. Theoretical Framework: Market Structure, Competition, Welfare, and Social Innovation**

This study is grounded in a unified conceptual framework linking market structure, competition dynamics, social and economic welfare, and social innovation in the transport sector. The central assumption is that market regimes shape competitive intensity, which in turn affects

prices, service quality, innovation incentives, and ultimately consumer welfare. In regulated sectors such as urban transport, where quasi-monopolistic structures prevail, social innovation may act as a complementary mechanism capable of mitigating market failures while preserving social equity.

By articulating monopoly, competition, welfare, and social innovation within a single analytical framework, this section provides the conceptual foundation necessary to interpret the empirical findings and case analyses related to ridesharing services in Morocco.

### **1.1. Market Structure and Competition: Implications for Consumers**

The theoretical opposition between monopoly and competition constitutes the first pillar of the framework. Traditional economic theory distinguishes monopoly and competition as contrasting market regimes with markedly different implications for efficiency and consumer outcomes. Natural monopoly has historically been justified in sectors requiring large-scale investments and centralized coordination. However, its limitations weak incentives for innovation, allocative inefficiency, and high prices have been extensively documented (Tirole, 1988).

Liberalization reforms initiated in the 1980s and 1990s, drawing on institutional and transaction cost economics (Williamson, 1986), aimed to introduce competitive mechanisms into monopolized sectors to improve efficiency and consumer outcomes. From a welfare perspective, monopoly pricing above marginal cost generates producer surplus at the expense of consumers (Demsetz, 1968). Arrow (1951) further argues that efficient resource allocation and responsiveness to consumer preferences require competitive pressure that stimulates innovation and adaptation.

Applied to the Moroccan transport sector, the regulated taxi system reflects a quasi-monopolistic structure that has limited competition and constrained innovation. The emergence of ridesharing services can therefore be interpreted as a partial competitive shock, diversifying supply and potentially improving price flexibility and service quality. Within the proposed framework, competition operates as an intermediary mechanism linking market structure to consumer welfare.

### **1.2. Competition and Social Welfare: Efficiency, Equity, Trade-offs**

The second pillar of the framework concerns the welfare effects of competition. Social welfare is not determined solely by efficiency gains but also by distributional outcomes and access to essential services. While competition can enhance affordability and quality, its effects in developing countries are often ambivalent.

Empirical evidence from liberalization and privatization reforms shows mixed outcomes. Estache (2008) highlights productivity gains alongside adverse social effects such as higher prices or reduced access for vulnerable groups. Similarly, Megginson and Netter (2001) note that weak regulatory capacity frequently limits the social benefits of privatization. These findings underscore the tension between efficiency and equity that characterizes competition-driven reforms.

In the Moroccan transport context, increased competition through ridesharing may improve user welfare by lowering prices and enhancing service quality. However, without appropriate regulatory frameworks, it may also generate exclusionary effects. Within the unified framework, competition improves welfare only when embedded in institutions capable of safeguarding social inclusion.

### **1.3. Social Innovation as a Complementary Mechanism**

The third pillar of the framework introduces social innovation as a complementary response to the limitations of market-based competition. Social innovation emphasizes inclusive, sustainable, and context-sensitive solutions that combine economic efficiency with social objectives (Mulgan, 2014). In the transport sector, where mobility is closely linked to employment, education, and social participation, such innovations play a crucial role.

Ridesharing services exemplify social innovation by simultaneously introducing competitive pressure and generating positive social externalities. Studies show that shared mobility can reduce congestion and environmental impacts while expanding access to transport for underserved populations (Moglia et al., 2021). The concept of “resharing” further supports this interpretation by framing shared mobility as a tool for sustainable urban planning (Di Marino et al., 2024).

Empirical evidence also suggests that ridesharing offers pricing flexibility and lowers entry barriers for low-income users disproportionately affected by monopolistic transport systems (Willing et al., 2017). Within the proposed framework, ridesharing thus operates at the intersection of competition and social innovation, enhancing welfare not through substitution alone, but through complementarity with existing transport services.

Together, these contributions allow for a coherent transition from theory to empirical illustration, positioning ridesharing as both a competitive force and a socially embedded innovation. This conceptualization provides the basis for interpreting the case studies presented in the next section.

## **2. Section Dedicated to Case Studies: Examples of Reforms and Lessons Learned**

To assess the practical relevance of the theoretical arguments developed above, this section examines comparative case studies of transport sector reforms. These cases illustrate how competition, regulation, and social welfare interact in different institutional contexts, offering valuable lessons for the Moroccan experience.

### **2.1. Case Study 1: Deregulation of Bus Networks in Great Britain (Offner, 1989)**

The deregulation of bus networks in Great Britain in 1985, analyzed by Offner (1989), is an emblematic example of liberalization in a traditionally monopolistic market. By introducing competition, the reform diversified transport supply and improved efficiency in high-demand areas. However, it also revealed significant weaknesses, as services declined in less profitable and less densely populated regions.

From a social welfare perspective, this case illustrates the theoretical arguments developed by Arrow (1951) and Estache (2008): while competition can enhance efficiency, it does not automatically guarantee equitable access to essential services.

This outcome confirms that competition, when disconnected from social innovation objectives, may generate uneven welfare effects.

For Morocco, this case serves as a cautionary benchmark, highlighting the risk that ridesharing services may concentrate in profitable urban zones while neglecting peripheral areas if left unregulated. It underscores the necessity of regulatory mechanisms to align competition with social welfare and inclusion.

### **2.2. Case Study 2: Reform of Network Industries in Africa and the Case of Rail Transport in Cameroon (Biwolé Fouda, 2013)**

Complementing the European experience, the African case of rail transport liberalization in Cameroon provides insights from a developing-country context closer to Morocco. Cameroon adopted privatization and liberalization to improve efficiency and profitability. However, Biwolé Fouda (2013) shows that despite reductions in operational costs, accessibility deteriorated, particularly for rural communities. Institutional weaknesses limited regulatory effectiveness, allowing private operators to prioritize profits over social welfare.

This case echoes Tirole's (1988) argument that competition alone is insufficient without strong institutional oversight.

Taken together with the British experience, it reinforces the conclusion that liberalization must be accompanied by robust regulation and social innovation mechanisms.

For Morocco, these comparative lessons suggest that a hybrid approach combining competition, regulation, and social innovation is essential to ensure that ridesharing contributes to inclusive and sustainable transport outcomes.

### **3. Case Study of a Moroccan Company**

#### **3.1. Methodology**

This study adopts a qualitative research design based on a semi-structured interview conducted with a Moroccan ridesharing company (kept anonymous to ensure confidentiality). The interview, lasting approximately two hours, was carried out with a senior executive in order to capture a strategic and operational perspective on the company's activities, market positioning, and innovation practices. This qualitative approach is particularly suited to the exploratory nature of the research, which seeks to understand emerging dynamics in a regulated transport market.

The interview guide was organized around clearly defined analytical dimensions: (i) market structure and competitive positioning, (ii) pricing strategies and economic effects, (iii) user experience and perceived service quality, (iv) social impacts on user welfare, and (v) regulatory and institutional constraints. These dimensions were derived from the theoretical framework developed in Section I and served as formal criteria for data analysis.

The qualitative data were analyzed using a thematic coding procedure. Interview responses were systematically coded according to the predefined analytical dimensions, allowing for the identification of recurring themes, convergences, and divergences. This coding process was complemented by an interpretative economic analysis, linking qualitative evidence to competition dynamics, pricing mechanisms, and welfare outcomes. The combination of structured qualitative coding and economic interpretation ensures analytical rigor while preserving the depth and contextual richness of the qualitative data.

#### **3.2. Economic Analysis and Discussion**

The analysis of the results from our interview reveals significant information about the dynamics of the transport market in Morocco. The rise of ridesharing applications has been perceived as highly significant, driven by a growing demand for mobility and general dissatisfaction with traditional taxi services. The results corroborate existing literature, which emphasizes that innovations in mobility, such as ridesharing, contribute to improving access to transport, reducing costs for consumers, and providing environmental benefits (Ballet, J. C., & Clavel, R., 2007). However, despite this growth, the company notes that taxis continue to enjoy a dominant position due to their longevity in the market and resistance to innovation. Our

interview analysis is presented as follows: The analysis of the results from our interview with the company highlights several key aspects of the rise of ridesharing applications in Morocco, as well as their impact on the transport market.

### **3.2.1. Evolution and Growth of Ridesharing Applications**

Our interview reveals that has been operating in the transport sector for 2 to 5 years, primarily in the northern and central regions of Morocco, with over 4000 affiliated drivers and +100 000 users, with a daily demand of around 300 offers per day. This growth is partly attributed to a growing demand for mobility and dissatisfaction with traditional taxi services. The responses indicate that ridesharing applications have significantly gained traction, with a marked increase in usage over the past five years, especially among young people and active professionals. This leads us to conclude that the acceptance of this type of transport requires an adaptability to innovations, a quality predominantly exhibited by young people in our Moroccan context, as well as the aspect of active people's use of this type of transport, indicating that this practice requires a fair financial compensation that is not lower than existing transport market rates.

### **3.2.2. Economic Impact on the Transport Market**

Regarding the economic impact of ridesharing applications, the results show that, despite emerging competition, transport prices have remained relatively stable. Drivers set their rates according to a range suggested by the platform, which promotes a degree of transparency. However, the impact on the revenues of traditional taxis seems limited, as the demand for mobility persists, indicating that ridesharing services offer an alternative rather than a total replacement. The interview emphasizes that although ridesharing introduces a form of competition, it is still perceived as a complementary offering, reinforcing the idea that social innovation must be accompanied by appropriate regulation to ensure fair competition. Market segmentation analysis shows that ridesharing dominates short urban trips and professional/tourist clientele, whereas long-distance trips or habitual taxi users remain loyal to traditional services.

### **3.2.3. Competition between Taxis and Ridesharing**

The evaluation of competition between taxis and ridesharing applications reveals a complex dynamic. " The Moroccan startup we've been studying" describes low competition due to the historical resistance of taxis and their monopoly. However, the competitive advantages of ridesharing applications, such as speed, availability, and vehicle comfort, are undeniable assets that attract consumers. Clients increasingly choose ridesharing for its ecological and social aspects, as well as perceived service quality. This situation suggests that taxis could benefit

from improving their service, adjusting their prices, and enhancing punctuality to remain competitive in this new environment. This dynamic exemplifies Tirole's (1988) framework on monopoly limitations and competitive incentives for improving consumer welfare.

#### **3.2.4. Service Quality and User Experience**

Regarding service quality, the responses from the interview indicate that users perceive ridesharing as offering a superior experience compared to taxis. Feedback systems and driver ratings in ridesharing applications are mentioned as crucial elements for improving service quality. Conversely, it is suggested that taxis should also adopt similar systems to remain attractive. The emphasis on customer satisfaction and vehicle comfort is highlighted, illustrating a shift in consumer expectations. This shift in consumer expectations reflects the social innovation dimension described by Mulgan et al. (2007), where new organizational models address societal needs while enhancing user experience.

#### **3.2.5. Social and Legislative Impact**

The social impact of ridesharing applications is significant, with improved mobility and the creation of job opportunities. However, the interview underscores concern regarding the social recognition of ridesharing drivers compared to taxi drivers. Ridesharing drivers currently lack adequate social protection, and the company calls for state regulation of the market. The current legislation, deemed insufficient, does not cover all market dynamics, particularly the need to regulate ridesharing in urban areas.

Concrete regulatory measures should aim to establish a comprehensive framework that balances market efficiency, social protection, and equitable urban mobility. First, it is essential to recognize ridesharing drivers through a formal legal status, ensuring their rights and providing access to social security coverage. Second, hybrid licensing systems could be introduced, combining traditional taxi permits with platform-based authorizations, thereby integrating ridesharing into the formal transport sector while maintaining regulatory oversight. Third, appropriate taxation mechanisms should be implemented to guarantee fair contributions from all operators without discouraging innovation and market entry. Finally, local authorities must play an active role in monitoring service coverage, ensuring that rural and vulnerable populations have access to mobility services, and integrating ridesharing into broader urban transport planning. Together, these measures would create a balanced regulatory environment that promotes competition, protects workers, and enhances accessibility, consistent with Estache's (2008) observations on the social and economic impacts of privatization and liberalization in developing countries.

### 3.2.6. Future Perspectives

Future perspectives suggest that ridesharing applications in Morocco are likely to continue expanding over the next five years, although significant regulatory and social challenges must be addressed to fully realize their potential. Currently, ridesharing primarily plays a complementary role to traditional taxis, but its substitutive capacity could increase under specific conditions, including regulatory reforms that formally recognize ridesharing drivers, enhanced social acceptance and trust in shared mobility, and the integration of ridesharing into broader urban planning and multi-modal transport systems.

A segment-specific analysis reveals that ridesharing tends to dominate short urban trips and serves professional or tourist clientele, whereas traditional taxis remain essential for long-distance journeys and habitual routes. Furthermore, technological developments such as autonomous vehicles and the deeper digital integration of mobility services may reshape these dynamics, potentially strengthening the substitutive role of ridesharing while highlighting the need for adaptive regulation and planning to ensure equitable access and social welfare.

### 3.3. Interpretation of Results with Respect to Hypotheses

Before discussing the confirmation or refutation of the hypotheses, it is important to recall the framework guiding this study. Hypothesis 1 posits that ridesharing applications reduce transport prices compared to regulated taxis, while Hypothesis 2 suggests that ridesharing improves social welfare for users. The overarching research problem examines whether ridesharing can play a substitutive role for regulated taxis. These hypotheses and the research problem provide a clear structure for interpreting the empirical findings and linking them to the theoretical insights discussed earlier.

Regarding Hypothesis 1, which posits that ridesharing applications lead to a significant reduction in transport prices compared to regulated taxis, the results indicate some confirmation. Users perceive ridesharing fares as more flexible and often lower than those of traditional taxis, enhancing the attractiveness of these services. However, competition remains relatively weak, limiting the impact on taxi prices, which have not seen a significant decrease so far. Thus, while ridesharing offers an interesting price alternative, it has not yet exerted sufficient pressure on market prices.

Concerning Hypothesis 2, which supports the idea that ridesharing improves the social welfare of users, the results confirm this assertion. Ridesharing applications offer increased accessibility, particularly for young people and professionals seeking reliable and affordable transport solutions. Moreover, the perceived service quality is generally superior, with a rating

system that enhances user satisfaction. The job opportunities created for drivers also contribute to a positive impact on the economic well-being of participants in the system.

And finally, regarding the research problem, which questions whether ridesharing services can play a substitutive role for regulated taxis, the results suggest a complementary rather than a direct substitution relationship. Although ridesharing represents a viable alternative, it does not completely replace taxis, which maintain their relevance in certain market segments. Current regulation and the lack of recognition for ridesharing drivers may also influence this dynamic. Thus, while ridesharing applications have the potential to transform the transport landscape, their role is more that of a complement than a substitute for taxis, requiring regulatory evolution and adjustments in consumer perceptions to reinforce this dynamic.

### **3.4. Discussion: Linking Empirical Results and Literature**

Our empirical findings demonstrate that ridesharing in Morocco represents a concrete sectoral application of the collaborative economy, simultaneously addressing inefficiencies in the transport market and responding to pressing social needs. These results align with economic theories on competition, which highlight the benefits of competitive mechanisms for consumer welfare and innovation (Tirole, 1988; Demsetz, 1968), and with the social innovation literature, emphasizing the capacity of novel practices to generate inclusive and sustainable solutions (Mulgan et al., 2007; Moulaert et al., 2013). Moreover, our analysis resonates with studies on regulation in developing countries, illustrating that market liberalization can deliver economic gains only when accompanied by robust institutional frameworks (Estache, 2008; Megginson & Netter, 2001). The Moroccan case thus underscores that ridesharing can function as a form of social innovation that complements market mechanisms to improve social and economic welfare, while highlighting that the presence of effective regulatory and institutional structures is essential to ensure equitable access, prevent exclusion of vulnerable groups, and maximize the societal benefits of such innovations.

### **3.5. Public Policy Implications**

From a public policy perspective, these findings suggest the need for a balanced regulatory framework that promotes competition while preserving social welfare and equity. Rather than excluding ridesharing services, policymakers could integrate them into the existing transport ecosystem by adopting differentiated regulations tailored to market segments, trip distance, and service type. Such an approach would allow ridesharing to operate efficiently in short urban trips and tourist-oriented services, while maintaining the essential role of traditional taxis in long-distance and routine mobility.

Moreover, the integration of ridesharing into urban planning and multimodal transport strategies emerges as a key policy priority. Coordinating ridesharing services with public transport, digital mobility platforms, and smart city initiatives could enhance accessibility, reduce congestion, and improve overall transport efficiency. Public authorities may also play a role in fostering social acceptance and trust in shared mobility through information campaigns, quality standards, and digital transparency mechanisms.

Finally, anticipated technological developments, including autonomous vehicles and deeper digital integration of mobility services, reinforce the importance of adaptive and forward-looking regulation. Policymakers must anticipate these changes by designing flexible regulatory frameworks capable of evolving with technological innovation, while ensuring equitable access, fair competition, and the protection of user and driver welfare. In this context, ridesharing should be viewed not merely as a market disruptor, but as a policy instrument contributing to a more inclusive and sustainable urban mobility system.

### **3.6. Contributions and Limitations of the Study**

Our study provides a deep understanding of the current transformations in the transport sector in Morocco, highlighting the opportunities and challenges associated with ridesharing services. By integrating qualitative data from a key market player, we contribute to the literature on social innovation in the transport sector while emphasizing the need for an appropriate regulatory framework to ensure sustainable and equitable development. However, this study has limitations. The qualitative nature of the interview implies that the results cannot be generalized to the entire Moroccan market without a broader survey. Moreover, the perspective of a single market player may not reflect the entirety of the dynamics at play. It would therefore be pertinent to complement this research with quantitative studies and interviews with other ridesharing and taxi companies to obtain a more comprehensive view.

## Conclusion

Our study underscores the transformative potential of ridesharing applications in addressing the pressing mobility challenges faced in urban Morocco. As the demand for more efficient, accessible, and sustainable transport solutions rises, ridesharing emerges not only as a viable alternative but also as a catalyst for broader change within the transportation sector.

The complex interplay between ridesharing services and traditional taxis reveals a landscape where innovation must coexist with regulation. The findings highlight that while ridesharing can enhance mobility and contribute to economic well-being, the absence of a robust regulatory framework risks exacerbating existing inequalities and hindering the sustainable development of transport services.

As consumers increasingly gravitate toward services that offer greater flexibility and responsiveness, it becomes imperative for policymakers to establish regulations that foster fair competition while ensuring that no demographic is left underserved. Furthermore, enhancing the recognition and protection of ridesharing drivers is crucial for ensuring social equity within the market.

Ultimately, the evolution of ridesharing in Morocco represents a pivotal opportunity to redefine urban mobility. By embracing a hybrid approach that balances innovation with appropriate oversight, Morocco can pave the way for a more inclusive and sustainable transportation ecosystem that not only meets the needs of today but is resilient to the challenges of tomorrow. The commitment to regulatory adaptability and the ongoing pursuit of innovation will be key to unlocking the full potential of this evolving sector, thereby contributing to a more sustainable and equitable future for all citizens.

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