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GDP and Beyond: The Case Study of some Peer-to-Peer Households Transactions in Russia

The current stage of economic globalization is characterized by information technologies and digitalization, as well as by the slowdown in productivity growth in developed countries and Russia. Digital platforms, being important intermediaries between households, lead to a huge increase in the number of various peer-to-peer transactions, which, in turn, should be included, according to the SNA methodology, in the growing volumes of market and non-market production of the household sector, in their value added and GDP. Digitalization and electronic intermediaries contribute to the active development of online services markets, including online dwelling services, taxi services ect.

In the analytical part of the article, the author summarizes the slowdown in the productivity growth rates in developed countries and Russia in the context of the active development of the digital economy, the contribution of the value added of households to this indicator. On the one hand, the study elaborates on the household sector as a consumer, on the other hand as a dwelling, taxi and other services provider. Thus, that reveals the problems in the sector as well as identify extra opportunities to deliver online services, explore them in detail and estimate peer-to-peer transactions in the context of informal activities or well-being. Households having the direct access to electronic aggregators improve their welfare.

The article reveals the state of the Russian online dwelling and taxi services, activities of the CIAN, Yandex.Taxi and some other companies, the peculiarities of interaction between households via electronic platforms, the presence of the informal sector and nonregistered activities while rendering the type of services. The statistical recording of the growing volume of such new types of interaction between economic agents, like peer-to-peer dwelling services, transport and other services, is complicated for the SNA purpose. The study justifies the relevance of estimation of the volumes of peer-to-peer online services rendered by informal households in the context of determination of their contribution to value added, emergence of occasional self-employment in Russia.

Digitalization of online services is an effective tool to enhance opportunities for statistical monitoring household activities and adjusting database survey in the informal economy.

Electronic intermediaries contribute to the growth of well - being of households. The difference between well – being and informal activity of households is to be distinguished in the context of statistical accounting and the GDP methodology adjustment.

The link between welfare and GDP is very important. The following research should focus on the reinforcement of GDP with other indicators that capture well-being in the era of digitalization.