Role of Crowdsourcing in an Organization

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Abstract

The main use of crowdsourcing is the efficient way of getting several relevant ideas and information for the business. Crowdsourcing can also generate several uses and benefits over the process of internal ideation and business process that will not only access the ideas but they could drive the marketing buzz and engage several customers. Furthermore, crowdsourcing is also impacting several marketing strategies through generating the idea to several consumers. Furthermore, there are several benefits and challenges of crowdsourcing for an organisation such as adopting the vision that can guide the efforts of idea generation. It states that the idea generation always starts with the shared vision of defining the focus areas and innovation processes. The linking of the ideation for strategic focus area and innovation portfolio is important as the organisation should be implementing the idea management within a structured manner. However, it is also found that several companies embrace the program that is aimed at the idea management for having successful innovation behaviour.

Keywords

Cross-cultural business environment, crowd drafting, Cultural diversity, Scalability.

INTRODUCTION

Crowdsourcing allows several companies to farm out the work to several people that are anywhere within the country or globally. It helps a business of a company to tap into the vast array of expertise and skills by not incurring overhead costs of associated employees. Furthermore, by crowdsourcing, a business organisation clears several terms and conditions for an exercise, this approach takes less time than the process of traditional ideation and people might focus on other exciting things. Crowdsourcing also uses social media or any other digital communication as a source to fast new ideas, information and feedback on services and businesses. This research also includes the uses of crowdsourcing in a business organisation with its challenges and benefits.

USE OF CROWDSOURCING IN A BUSINESS ORGANISATION

Crowdsourcing is used for new innovation and generation and it can easily help several small businesses. The main benefit of crowdsourcing is getting several ideas from any group of people that are directly related or interested in a business. The ideas of crowd sourced from the consumers can give several views about the organisations and the ideas are totally used for the improvement of the business. Crowdsourcing can be an example of the environment by using the collaboration for enhancing several relationships and capabilities to accelerate the new innovations ([1]. 2018). Furthermore, crowdsourcing also allows several employees to anonymously answer about the work environments of a company.

It aims to better assess and also integrate the practices of healthier work. In addition, crowdsourcing helps the business in performing several tasks more quickly and efficiently than any employee. It breaks projects into segments and gives the pieces to several workers that can expedite the completion of the project. Crowdsourcing is also used for economic advantages for both larger and smaller organisations, In addition, if the organisations are not having any required people then crowdsourcing helps the employees for necessary skillsets for performing several tasks. Crowdsourcing describes several projects within any task that can be collaboratively solved by several people and this might be the research group for larger companies of the Internet users ([5]. 2018). Furthermore, there are several types of crowdsourcing such as *Crowd Processing, Crowd Solving, Crowd drafting and Crowd creating.*
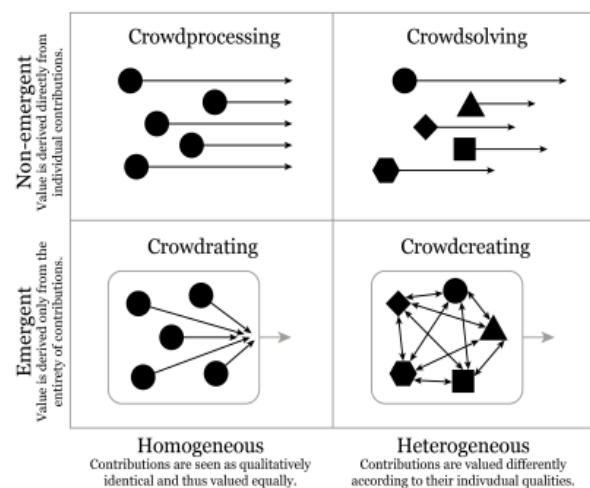

Figure 1: Types of Crowdsourcing
(Source: [3] 2017)

The approach of *crowd processing* relies on several crowds for performing large quantities of several homogenous tasks. In addition, the approach of *crowd solving* is used for the diversity of several crowds for finding the larger heterogeneous solutions to associated problems. The system of *crowd drafting* is commonly used for seeking

to harness the wisdom of crowds for performing collective predictions and assessments ([3]. 2017). The solution of *crowd creating* is for generating the comprehensive artefacts that are based on several varieties of the heterogeneous contributions. However, by crowdsourcing various decisions are made for inviting several employees for voicing the ideas of managers and managers could help them in gaining a better understanding of the expectations of the employees and also their own biases. In addition, this process can be helpful in mitigating several risks for releasing the unsuccessful products and also releases the main products by seeing the requirements of several customers.

BENEFITS AND CHALLENGES OF CROWDSOURCING IN AN ORGANISATION

The idea generation that is crowd sourced might bridge the gap that is between stimulating the capabilities of internal innovation for an organisation and also identifying the future disruptor of an Industry. In addition, the main key of having a shared understanding regarding the goals of crowdsourcing and also the top management also support in both factors that is focus area and vision. The relationship between crowdsourcing and market orientation within the knowledge-based firms is for improving the overall organisational performances ([8]. 2017). Another benefit is focusing on the innovation vision that is into several projects and concrete challenges and by having the shared vision, the vision is translated into the concrete challenges for several employees.

Another benefit is set upping the structured approach for any idea challenge and for leveraging the overall wealth within the internal ideas in an effective manner. The main benefits of crowdsourcing for the governance structure and also the self-organisation process within the natural disaster are reflected by several perspectives. The perspectives are strengthening the coordination and communication, optimising the emergency process of decision making and also improving the capability for adapting and learning ([6]. 2020). Another benefit is enabling the further development of several ideas and the main successful crowdsourcing of several ideas is by higher ideation rates.

The process of adaptive spacing is required and it is totally defined as the main network and also the organisational context and it allows several pieces of information, resources, ideas and people that also flow across the organisation. Crowdsourcing has the mechanism of open innovation by several organisation seekers and it also engages with the external crowds of several potential solvers ([4]. 2019). Therefore, organisations are trying to build up with new innovation and digitalisation for secure crowdsourcing.

METHODS AND MATERIALS

The methodology has helped to design the research study to find the actual result. Along with that, this research study has obtained *secondary data* to understand the role of crowdsourcing in an organization. In this regard, this

research study has selected previous research papers which were published five years ago. In this regard, "*Crowdsourcing is a Public Organization: Transformation and Culture*" research paper has conducted primary data analysis. Along with that, this research paper has selected *37 employees* in an organization to collect data about crows rising ([7]. 2017). Along with that, this research study has selected a survey method to analyze the importance of crowdsourcing in the organization. In this regard, through a survey, this research paper has collected the opinion of employees about crowdsourcing. This research study has analyzed quantitative data through measuring parameters. In this regard, this research study has chosen some measuring parameters to understand the satisfaction level of the employees through crowdsourcing in the business organization ([7]. 2017). In the present time, business organizations have the opportunity to overcome the problems of the organization easily through the implementation of crowdsourcing that helps to enhance the satisfaction level of employees in the organization.

RESULT AND DISCUSSION

Secondary analysis

Thematic analysis

Theme 1: Role of crowdsourcing in an organization

In the organization, crowdsourcing plays the most important role to impose *improved costs, quality, speed, flexibility, scalability*, and *diversity*. In the words of [4]. (2019), crowdsourcing has provided facilities to the organization to accumulate workers from anywhere in the world. In the business organization, skilled and expert workers have helped to improve organizational performance. Along with that, Crowdsourcimg provided opportunities to the organization to select *skilled and expert workers* from different regions. In the present time, most business organizations have faced difficulties due to cultural differences in the international marketplace. Along with that, crowdsourcing has helped to implement a *cross-cultural business environment* in the business organization to maintain *cultural diversity* that provides better profit to the business organization. For example organizations such as *Tata Communication* around the world engage into crowdsourcing. Moreover, crowdsourcing has helped to manage the costs of the business organization through the adaptation of *paid freelancers*. On the other hand, another most significant role of crowdsourcing in the business organization is *maintaining flexibility* ([5]. 2020). *Cultural diversity* has helped to provide a flexible work environment in the organization.

Theme 2: Importance of crowdsourcing to improve management of the organization

In the present time, crowdsourcing has provided an easy solution to the problems of organizations. Crowdsourcing has provided *priority to the experts for external challenges* of

the business organizations. Along with that, business organizations have more profits and improve the efficiency of the organization effectively. On the other hand, providing priority to the customers to increase organizational business is in the marketplace that helps to increase the profit of the organization ([2]. 2019). In the business organization, the internal structure is one of the most significant factors that help to manage the entire performance of the business organization. Along with that, crowdsourcing has helped to improve problems of the business organizations. In the business organization, crowdsourcing has provided *software facilities* and internal change of the organization that help to improve organizational performance effectively. On the other hand, in the business organization, the decision-making process has helped to take effective solutions for solving problem essays ([1]. 2018). Along with that, crowdsourcing of the business organization has helped to maintain diversity and a *flexible work environment* that helps to solve problems of the organization easily.

	Perceived usefulness		Usage intention		Perceived ease of use	
Very low	1	5%	2	10%	0	0%
Rather low	2	10%	1	5%	0	0%
Neither low, nor high	8	40%	6	30%	2	10%
Rather high	6	30%	7	35%	11	55%
Very high	3	15%	4	20%	7	35%
Total	20	100%	20	100%	20	100%

Fig 1: Evaluation of Crowdsourcing in an organization
(Source: [7]. 2017)

Along with that, a previous research study has analyzed among *37 employees, 45% of employees* are reported that crowdsourcing provided high perceived usefulness of the organization. Among these employees, *40% of employees* are provided undecided and *15% of employees reported low usefulness of crowdsourcing* in an organization ([7]. 2017). Along with that, it can be decided that most of the employees have provided high satisfaction with crowdsourcing. In the business organization, a high proportion of the employees agree that crowdsourcing provides a better working environment in the business organization.

CONCLUSION

After all these discussions it can be concluded that crowdsourcing plays the most significant aspect that helps to manage the entire performance of the organization effectively. In the present time, business organizations have faced different issues such as high rates of cost, cultural differences, and others. Along with that, crowdsourcing has helped to reduce the cost of the organization by requiring skilled employees and experts from different regions of the world. On the other hand, business organizations have implemented paid freelancers to reduce the cost of the organization. The most effective advantage of crowdsourcing is the adaptation of cultural diversity and flexible business environment in the organization. Along with that, the organization got the chance to satisfy employees successfully.

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