
A systems-based model for governing crowdsourcing platforms: review and research agenda

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Abstract

The wide diffusion of digital platforms has facilitated the articulation of connections between distributed networks of individuals. Meanwhile, the open innovation paradigm has rekindled interest in investigating the potentialities of involving these crowds in productive activities. However, managers of crowdsourcing (CS) platforms face the challenge of determining the right mix of norms, customs, and policies to control and coordinate the complex relationships between external factors, tasks, individuals, and formal and informal processes, a topic that has not been sufficiently addressed by the literature. We aim to fill this gap by conducting a systematic review of 15 years of CS research, organized in a model based on systems theory, where we study the functioning of these platforms' organizational structure and analyze how these components can be combined to create value for organizations. We demonstrate the distinctive utility of our approach by analyzing three key debates in the governance of CS systems.

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