



## **E-GOVERNANCE FOR CROWDSOURCING INNOVATION: A METHOD FOR IMPLEMENTING CROWDSOURCING INNOVATION**

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### **KEYWORDS:**

Open innovation, Crowdsourcing innovation, innovation brokering, corporate governance, e-governance.

### **ABSTRACT**

The strategic changes in companies, as the case of adopting an open innovation model, involving new attitudes towards their internal and external relations, in this sense, there is a need for a preliminary assessment in order to verify their capabilities, skills and know-how. From the moment you take the option for open innovation, there are complexities that were until now non-existent companies, regardless of size or structure. In these inter-organizational relationships, companies often deal with problems relating to management, both as regards the division of tasks and responsibilities on the one hand, and the management between tasks, innovation and communication problems within and between organizations on the other. The difficulty of time and resources for innovation is another barrier that is associated with all types of open innovation (Vrande et al., 2009).

Thus, it is extremely important to analyze the motives and management challenges perceived by business and innovation communities, so that the governance of the relationship contributes to business success. With the methodology that will be proposed, it should be possible to recommend a governance structure to improve implementation of the concept of crowdsourcing innovation.

### **OBJECTIVES**

Thus, the primary objective of this study is to propose a methodology that can reduce the difficulties of implementing crowdsourcing innovation and increase the innovation capacity of companies by reducing the problems of corporate intermediary between the company and the communities of crowdsourcing innovation, taking into account mechanisms financial, legal or economic.

The structure to be created should take into account all the factors that may influence the variation in capacity for innovation. Changes underlying the paradigm shift are diverse and risky business, in this sense, the proposal should include a "basket" of "lines of

reflection in order to minimize the risk of that change. Any change in an organization requires a strategic realignment of management options, i.e. the option for open innovation, especially the option of crowdsourcing innovation, bring new events to corporate governance which requires new management approaches.

The proposed model is based on two theories, the Contingency theory and the Theory of Impression Management. The first theory is adopted on the assumption that all organizations are different and the profile identifier, in this sense, each implementation should take into account various contingencies that must be evaluated to obtain an improved outcome. From another perspective, the Theory of Impression Management, helps us understand the human interactions that exist and their performance in each implementation. Thus, based on tested theories, which have a high level of maturity, we propose a method for implementing business-sensitive individuality in order to increase the participation of entities in the process of crowdsourcing in order to increase capacity for business innovation.

### **METHODOLOGY**

The proposed methodology for the study of this problem is based on an interpretative perspective through the use of Grounded Theory research method that is to develop theory based on data systematically gathered and analyzed. It is an original theory of Glaser and Strauss (1967) in his work entitled *The Discovery of Grounded Theory*.

In summary form the study will go through six phases of research. The first phase involves a careful review of the literature on the subject in question and verify the state of the art at the moment.

The second phase is to define the problem or the issues that will guide the research. This step includes the analysis of articles related to the topic, namely, implementation of crowdsourcing and open innovation, e-governance, brokerage services, etc. The analysis will serve as leverage for the definition of core issues that will be fundamental in the study of materials for data collection in order to obtain information can explain the phenomenon to study.

Phase three is based on data collection. In this study, we collect via the Internet interviewing responsible for implementing various platforms crowdsourcing national and / or international directors and executives of



brokerage firms. The amount collected from interviews, will depend on the data available online on the materials, assessing the need each time to move forward or not by the results measured in each of the interviews. Thus, we can assess and advance to the point where it is found that collecting more data will not provide a significant increase in their quality. Will be selected knowledgeable experts of national and international brokers to carry out semi-structured interviews supplemented with articles listed in reference. From another perspective, will be collected via the Internet, case studies that were made in companies that use the services of intermediaries to innovate in order to understand the strengths and concerns of businesses in adopting the concept of crowdsourcing innovation, to understand what problems found in this implementation and governance of intermediation. In this sense, if data are not sufficient, a study will be done if a national or international company. In this case, recourse will be the companies that have implemented systems of crowdsourcing innovation that used intermediaries. Then, in phase four, the data will be divided, conceptualized and organized in order to proceed to their analysis. Analysis, initially, will open type, i.e. consist of decomposition, analyzing, comparing, conceptualizing and categorizing data (Corbin & Strauss, 1990). If you note the need to move towards other kinds of analysis, such as the axial or selective proceed to the analysis until they get the information needed for formulating the theory. The axial analysis, will undergo rearrange the data already conceptualized, however, will be joined by categories, going beyond its properties and dimensions. This process will allow the researcher to move between an inductive and deductive thinking, in that, first, the investigator can define categories that imply a relationship between other categories and, furthermore, should examine the relationships among data.

The next phase will be compared with the existing literature will provide a comparison of results from research work carried out and existing so far. This work will allow the researcher to the confrontation with other work done and see what our positioning.

Finally, the last phase will consist of thesis writing which include writing activities and review the state of the art including the latest developments.

For the application in time for the entire research work, it is expected to divide into six phases, described above, spread over 11 quarters. Although each stage having a preset time, some phases coexist with others, regardless of the existence of a main phase. Science popularization is a stage that cuts across the entire process and will be present as a secondary activity over the 11 quarters. This will be done mainly in the form of scientific papers for submission to conferences and journals covering the area of this research project. With this disclosure, it is intended that the research project has been criticized and validated by leading experts in the area, so as to

provide a broader view of project status at the end of each step.

## CONCLUSION

It is intended to connect two major areas: corporate governance and online communities for innovation. In this sense, the study will provide a more comprehensive view of the matter, in order to identify the vicissitudes of intermediation and what mechanisms to use to minimize these problems.

As a starting point for this study, we intend to study the relationship between business and communities, and their goals and motivations of participation in an open innovation model, this effect will be analyzed previous studies on management challenges in the area of crowdsourcing innovation. Problems such as the interest of the parties, attitude to risk, divergent objectives and information should be mitigated with the results of this study.

Research is thus a study that focuses on a theme unexplored so far: a governance structure for implementing crowdsourcing innovation in enterprises. These companies in turn have access to a set of mechanisms that could be used for the implementation of crowdsourcing innovation, giving them a considerable increase in capacity for business innovation.

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