Crowdsourcing, Outsourcing to obtain a Creativity Group

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Outline

• Introduction
• Purpose
• Literature Review
• Analysis
• Conclusions
Introduction

• Crowdsourcing can be used in
  – Computer-related
    • Social Network
  – Business
    • Less costs
Purpose

• Relationship
  – Web2.0 and consumers
• Develop
  – How to use it in business
• Effect and Evolution
  – Is crowdsourcing good or ...?
LITERATURE REVIEW

Web 2.0
Crowdsourcing
Product development
Web2.0 & Crowdsourcing

• Web2.0
  – Basis of interactivity development on the web

• Crowdsourcing
  – The wisdom of the crowd
Product Development

• First: Consumers’ comments

• Second: Solving existing problems
Product Development

• Third: Comprehensive innovation through the crowd
ANALYSIS

Crowdsourcing: costs and price
Distribution
Communication
From marking 4P to 7P
Crowdsourcing: costs and price

- Less costs makes more benefits
- The price can be decided by crowd
Distribution

- Less Human resources cost
- Less time cost
- More people attention
- More Users
• Involving the consumers in the company communication
• Alternative to costly communication professionals
• Commercial Crowdsourcing or advertising 2.0
• Crowdsourcing can be used to improve the image and work out citizen communication
• Tailor–made communication
• Crowdsourcing benefits in terms of communication
From marking 4P to 7P

• The additional 3P:
  – People
  – Process
  – Physical evidence
CONCLUSIONS

The benefits of Crowdsourcing in marking
Reversed Crowdsourcing
The benefits of Crowdsourcing in marketing

- Consumers are no longer passive
- A strong relationship between business and consumers
- Loyalty
- Buzz
- Reputation of the company
Reversed Crowdsourcing

Potential clients

Intermediary
Online platform

Company

Access to potential clients
Access Fee + Commission

Product
Inferior price

The envy of buying a specific product
The End!