
CROWDSOURCING: CONCEPTE ȘI ABORDĂRI

CROWDSOURCING: CONCEPTS AND APPROACHES

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Abstract: The ongoing competitive pressure for better and cheaper products and services push organizations to gradually moving away from traditional business models to bolder and more inclusive approaches to innovation. And the Internet is providing the perfect environment to become more connected to costumers' needs and to source knowledge beyond company's boundaries through open innovation. Considering this, the paper presents an overview on crowdsourcing, one of the emerging Web 2.0 based approaches to open innovation that has attracted interest from both practitioners and scholars over the past years.

Keywords: Crowdsourcing, Open innovation, Web 2.0