CITIZEN SOURCING: DESIGNING PHASES AND COMMANDMENTS FOR GOVERNMENT SECTOR

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Abstract

Government agencies have leveraged crowdsourcing to harness the collective intelligence of citizens for the social welfare of the country. Despite its growing importance in transforming government-citizen relationships, the design aspect was highly unstructured and fragmented. Therefore, a comprehensive understanding of step-by-step designing of crowdsourcing in the government sector was vital, as the success solely depends on the government's ability to Design and Implement the crowdsourcing initiatives. The research agenda is to identify the elements and Commandments that government agencies should consider while making a blueprint of Crowdsourcing Initiatives. Therefore, this paper adopts a Systematic Literature review and a Morphological analysis technique to identify and synthesize all elements and commandments of designing crowdsourcing. A Strategic Crowdsourcing framework was developed with three phases, namely preparation, execution, and post-execution. This study serves as a roadmap for government agencies to better understand the intricacies of all elements and commandments and devise a design strategy accordingly for crowdsourcing implementation.

Keywords: Crowdsourcing designing, Strategic crowdsourcing framework, Commandments, Systematic literature review