

## **COMPLETION REPORT**

Comparing a Model of Crowdsourcing Innovation: The Perspectives of Japan and Malaysia

Dr. Hasliza Abdul Halim (+3)

Associate Professor

Organizational Behaviour, School of Management, Univerisiti Sains Malaysia

Crowdsourcing is a strategic way for bringing people together to inspire, create and solve business problems. The concept of crowdsourcing has escalated the traditional ways of finding work, gathering information and getting projects large and small off the ground. Crowdsourcing is to outsource an activity to a large, anonymous crowd of workers, the so-called human cloud, in the form of an open call. This research attempts to understand the prevalence of crowdsourcing among manufacturing organizations in Malaysia and Japan. Crowdsourcing in Malaysia is still at its infancy stage and not properly structured. It is timely for Malaysia industry to learn the crowdsourcing model from a successful country that has fully embarked on this new strategic way. Snowball sampling method was employed to identify respondents for semi structured interview and survey questionnaire. For Malaysia context, a sample of 40 manufacturing organizations participated in this study to express their insights and their experiences (benefits and challenges) with crowdsourcing practices. From 40 responses, the results showed that 21 of these organizations were involved in the crowdsourcing activities mainly on packaging, creating, updating websites and other IT activities. These organizations reckon crowdsourcing as a key trend shaping the future of their activities in terms of reducing costs, increase efficiency, flexibility and performance. In Japan, crowdsourcing has started a while ago and now it has reached to various levels with many success stories. At present, Japan manufacturing organizations is way ahead in crowdsourcing than any other countries. About 40 organizations were surveyed and the results indicated that almost all Japanese organizations have modified their ways to conduct business. Japanese organizations launched the concept of crowdsourcing as a way of hiring human resource in order to make the business successful when entrepreneurs are trying to innovate products and assist the society. They also emphasized on the importance of crowdsourcing and its drastic impact not only on the organizations' operations but also on human minds. Some of the CEOs have expressed their thoughtfulness about crowdsourcing by mentioning it as a future trend for the business that can control and shape the operations of costs, efficiency, flexibility and performance. To surmise, crowdsourcing is an innovative tool and a cost-effective way for organizations to give opportunities for individuals outside of their organization to use their skills and time for good use as well as to earn additional income. They used crowdsourcing as IT-enabled coordination and collaboration mechanism at the core of their business. This research generates agenda for researchers to reach more conclusive evidence about the practice of crowdsourcing among manufacturing organizations in Malaysia and Japan.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Hasliza Abdul Halim, Marini Nurbanum Mohamad, Noor Hazlina Ahmad, Khairul Anuar Mohammad Shah (2018). Crowdsourcing as an Option: Insights from Malaysian Manufacturing Organizations, *3rd International Research Conference on Economics, Business and Social Sciences-MY Chapter*, November 9-10 November 2018. Venue: Azman Hashim Building, University of Malaya, Kuala Lumpur, Malaysia

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Hasliza Abdul Halim, , Tarnima Warda Andalib, Noor Hazlina Ahmad Khairul Anuar Mohammad Shah & T Ramayah (2020). Crowdsourcing as an innovative tool: Insights from Japanese Manufacturing Organizations. *Test Engineering and Management Journal*, ISSN: 0193-4120 Page No. 1 - 08 (SCOPUS)

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)