### Project title
Embedding Crowdsourcing in the Innovation Process: Technology enabled innovation

### Supervisor name and contact details
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### Supervisor/group webpage
[http://research.ucc.ie/profiles/B005/ldooley/Publications#PeerReviewedJournals](http://research.ucc.ie/profiles/B005/ldooley/Publications#PeerReviewedJournals)

### Project description (100-200 words)
Innovation and the ability to effectively manage it, is a core organizational capability. Irrespective of size, commercial organizations must constantly innovate in order to remain sustainable into the future. Innovation is a process, consisting of the interrelated phases of invention and commercialization. In recent times, information technology based initiatives have had a huge impact on the traditional buyer-seller relationship and have transformed the nature of these relationships. Concepts such as lead-users (von Hippel, 1988), crowdsourcing (Howe, 2008) and open innovation (Chesborough, 2010) have had a disruptive impact on the traditional structure and balance of power within the value chain (Feller et al, 2009; Feller et al, 2012). Crowdsourcing in particular has been effectively used by organisations such as Threadless ([www.threadless.com](http://www.threadless.com)). Threadless have built a multi-million dollar company with the concept of crowdsourcing at its centre. Yet, other organisations such as Lego have suffered large final loses (in Lego’s case, a reported $50 m; Lindegaard, 2011) in trying to incorporate technology based crowdsourcing into their innovation model. Therefore, the objective of this PhD is to explore how organisation’s can effectively design, apply and incorporate technology
based crowdsourcing into their innovation process. The ideal candidate will work with a network of leading international companies in exploring how technology can be successfully incorporated to achieve sustainable crowdsourcing for corporate success.


| Description of facilities and research environment | UCC has a world-class research reputation with many internationally renowned Research Institutions and Centres. Business Information Systems is dedicated to promoting research and is regarded as one of the top contributors in Europe in the field of Information Systems research. Business Information Systems are the largest group of researchers in Ireland working on the development of innovative software systems for services companies in Ireland, the US and in the UK. The Department of Management and Marketing, UCC consists of fourteen research-active academics. The department is focused on promoting research within the interrelated domains of strategy, innovation and human resources from both the multinational and SME perspective. The department coordinates an active PhD and Research Masters programme within this research area. |
| Match with Science without Borders priority | Creative Industry; Computing and Information Technology |
area(s)*

*These are the priority areas under this initiative

- Engineering;
- Physical Sciences: Mathematics, Physics, Chemistry, Biology and Geosciences;
- Clinical, Pré-clinical and Health Sciences;
- Computing and Information Technology;
- Aerospace Technology;
- Pharmaceuticals;
- Sustainable Agricultural Production;
- Oil, Gas and Coal;
- Renewable Energy;
- Minerals Technology;
- Biotechnology;
- Nanotechnology and New Materials;
- Technologies for Prevention and Mitigation of Natural Disasters;
- Bioprospecting and Biodiversity;
- Marine Sciences;
- Creative Industry;
- New Technologies Construction Engineering.