

USING CROWDSOURCING IN THE FIELD OF ECONOMIC NETWORKS

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ARTICLE INFO.

Keywords: innovative economy, technologies, crowdsourcing, neosourcing, outsourcing, intellectual capital, corporate knowledge, innovation, service quality, cost reduction, projects.

Abstract

The article analyzes the direction of crowdsourcing in modern economic sectors. The introduction of crowdsourcing into the economy of Uzbekistan as a new sector is described. The specific characteristics and qualities of this direction have been revealed. Fields of application in practice are studied by world experiences.

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INTRODUCTION

As our country takes forward steps towards the innovative economy, it has started planning to introduce innovations in all areas. The reason is that innovation is important for the development of the economy and it helps to enter the production process of new services and technologies, increase the efficiency of companies and increase competitiveness in the market. Crowdsourcing innovation helps companies adapt to changing market conditions, contributes to people's quality of life and sustainable economic development. In today's world where technology is rapidly developing, the direction of crowdsourcing plays an important role in ensuring the long-term prosperity of companies and countries in general.

Intellectual capital plays an important role in crowdsourcing because it is a set of intangible assets that help create competitive advantage and improve business results. Such assets include knowledge, skills and experience of employees, brands, patents, innovations, databases, etc. Proper management of intellectual capital is organized in the direction of crowdsourcing, which allows the company to optimize its processes, increase operational efficiency, attract investments and increase the value of the company in the market. Therefore, the development and protection of the direction of crowdsourcing are the main tasks for business in the modern economy.

LITERATURE REVIEW

It should be said that there are very few analyzes in the direction of crowdsourcing, because it requires new approaches to economic sectors. Among them, T. Lebedeva, M. Prokhorova analyze the modern essence, types and forms of crowdsourcing in their article and mention that it is used to gather the collective opinion based on an open proposal. In their opinion, crowdsourcing is considered a one-time collective work, and it is called a movement of professionals on a specific problem [1]. It can also be said that S.Aris, N.Arshad, H.Hassan, S.Sallekh studied the conceptual model of this direction [2].

N. Khasankhonova introduced the advantages of using the crowdsourcing method in the development of the knowledge economy in our country. In particular, the method of crowdsourcing means attracting the scientific potential, knowledge and experience of scientists working in various fields to the process

of innovative production through modern information technologies. The importance of the crowdsourcing method is increasing in the conditions of the widespread popularity of the current global Internet network [3].

ANALYSIS AND RESULTS

Taking into account the new mechanisms of knowledge production, it is appropriate to distinguish such institutions as neosourcing, outsourcing and crowdsourcing. In outsourcing, third-party experts are offered for the optimal solution of tasks. The process of knowledge management with neosourcing (Greek *noos* - "mind") is implemented in the form of services, in the form of providing services by expert professional (practical) teams. Crowdsourcing (from the English - "crowd") is carried out by involving any interested member of society in discussing and solving a problem in order to synthesize new knowledge.

Neural network knowledge bases are one of the promising directions for the development of intellectual capital and knowledge management tools of the corporation. It currently supports the knowledge management system in the form of neosourcing. One of the serious disadvantages of neural networks is the inability of the user to understand and, as a result, control the operation of the network. Modern neural networks have a number of functions, including evaluating the relative importance of various input information, extracting important information and reducing its size, identifying signs of approaching critical situations, etc. At the same time, corporate knowledge is essential in communicating knowledge derived from big data in business, finance, and scientific research. The corporate knowledge base simplifies the process of obtaining knowledge from specialists and improves the efficiency of working conditions by providing the adaptation of the knowledge base to the company's requirements, as well as even the restructuring of the knowledge base through neural network technologies. In our opinion, the use of neural network knowledge bases is one of the promising directions for the development of intellectual capital tools and the corporate knowledge management system.

The study of outsourcing and crowdsourcing is a current trend in the economy, as these technologies have great potential for development and implementation in various fields of activity. Outsourcing allows companies to reduce the cost of performing certain functions by transferring them to third parties. Crowdsourcing, in turn, makes it possible to use the resources of many people to solve complex problems or create new products. Both of these approaches can stimulate innovation, improve service quality, and optimize business processes. Therefore, it is important to study outsourcing and crowdsourcing to understand their potential and determine the optimal ways to use them in the economy.

Outsourcing involves transferring business processes to external parties, both in-house and offshore. In 2019, the global outsourcing services market was worth USD 92.5 billion, an increase of approximately USD 7 billion compared to the previous year. A subcategory of outsourcing, business process outsourcing (BPO) is the outsourcing of specific business processes, typically internal business functions (back office), such as human resources, or customer-facing functions (front office), such as customer service in call centers. Outsourcing is also often associated with IT functions. The global BPO industry generated \$26 billion in revenue in 2019 [4].

The Americas accounted for the largest share of global outsourcing revenues at \$62 billion in 2019. Outsourcing often involves offshoring, where processes are outsourced to a country other than the country where the business is based. India was ranked among the leading offshore business services countries in 2019 based on its financial attractiveness, availability of skills and personnel, and suitability of the business environment for business process outsourcing.

Global leaders in outsourcing include Danish facilities services company ISS World and Accenture, which specializes in IT, help desk and HR outsourcing and consulting. In a global survey of business

leaders, 59% cited cost reduction as the driving force behind outsourcing processes. Other important factors include the ability to focus on the core business and solve performance problems.

In practice, Jeff Howe first used the term crowdsourcing in 2006 in the process of collaborative application of network technologies. It is envisaged that Internet users will work together as people's experts in the process of creative cooperation [5].

For an enterprise or group of people pursuing a specific goal, the Internet serves as an instrumental platform for crowdsourcing, which directly provides the means to help the general public achieve its mission. For these purposes, the Internet allows the participants to perform the specified tasks in a coordinated manner, to develop specific mechanisms for the creation of new projects and platforms. In particular, Facebook groups, Google groups, Wikipedia, etc. act as crowdsourcing platforms. Thus, a large community with its own institutions, norms and ideology has formed around crowdsourcing platforms. That is, effective work is organized on these platforms with the concentration of personnel with certain professional qualifications. In addition, the crowdsourcing system is gradually being formed in the community of information producers rather than consumers.

Crowdsourcing is the process of having a task or project performed by a large number of people, usually over the Internet, rather than by a single expert or organization. Crowdsourcing plays an important role in the economy in several ways:

Innovation and technology development: Crowdsourcing platforms such as Kickstarter, Indiegogo or Amazon Mechanical Turk allow people to test and develop new products, ideas and technologies quickly and cheaply. This speeds up the innovation process and reduces development costs.

Improved service quality: Companies can use crowdsourcing to improve the quality of their products and services. For example, Uber uses passenger feedback to improve its app and improve customer satisfaction.

Optimizing Business Processes: Business processes can also be optimized through crowdsourcing. An example is a project management platform like Trello or Asana, where teams can collaborate on tasks using crowdsourced resources.

Cost reduction: the use of crowdsourcing can reduce the costs associated with hiring employees or using the services of specialized companies.

It should be noted that most of the workers of crowdsourcing projects, as a rule, not for commercial interests, but to find innovative solutions for their own interests, serve to increase the intellectual resource. Crowdsourcing fills the institutional vacuum in developing the company's innovation potential.

CONCLUSION

The main idea of implementing crowdsourcing projects is, first of all, to reduce the costs of the enterprise, and secondly, it creates an opportunity to work with a huge human potential. In this regard, it is worth noting that in the coming years, the use of collective intelligence systems will become a stage of intense competition and rapid development for large organizations.

However, the implementation of crowdsourcing technology has a number of problems, which are:

- low efficiency of collective creative activity;
- existence of transaction costs and unnecessary information overload in information search;
- failure to satisfy the need for legal protection (for example, in the form of a copyright certificate), lack of protection of intellectual property. This is because the crowdsourcing process is a team effort and can sometimes take the form of fraud;

- lack of quality assurance and control.

Thus, crowdsourcing as a modern tool allows to create a system in which various solutions to problems in the information space are integrated. The analysis of the set of received solutions from different directions, the selection of the most optimal solutions for a specific task in the fields of possible use, and the organization of a free workspace of specialists are focused on.

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