

Lecture Series Summer semester 2022

Research Institute
for Supply Chain
Management

Wednesday, June 8, 2022, 5.30 pm.
The lecture will be held in hybrid mode.



GIOVANNI PERRONE

SOCIALISE AND WIN IN ONLINE COMMUNITIES: HOW DIFFERENT NETWORK POSITIONS IN A CROWDSOURCING COMMUNITY AFFECT SOLVERS SUCCESSES

Within online communities, participants can interact with each other and socialise by, for example, chatting, exchanging feedback, providing advice, discussing, and commenting on ideas. These social interactions shape a community network, that is a set of social relationships developed by community members. This study aims at investigating how occupying diverse network positions within a specific kind of online community, a crowdsourcing community, increases the members' likelihood to succeed in a competition. Drawing on social capital literature, we hypothesise how occupying central and structural hole network positions can increase the solvers' chances of winning crowdsourcing contests. To empirically test the developed hypotheses, we built a crowdsourcing community network shaped by 2479 solvers within the community of the 99designs crowdsourcing platform. In terms of the number of won contests, we found that both occupying a central position and assuming a structural hole network position within the crowdsourcing community network showed an inverted U-shaped effect on the success of solvers. The results of this study contribute to previous crowdsourcing literature and provide critical implications for online community members and managers organising competition among their members

Giovanni Perrone is professor of Business and Management Engineering at the University of Palermo where he teaches "*Industrial organization and Strategies*" and "*Tech Entrepreneurship*" at the master level of the Business and Management Engineering program at the University of Palermo. He also teaches "*Technology Management*" and "*Entrepreneurship*" at ISCTE Business School - Lisbon and "*Corporate Open Innovation*" at Bayes Business School – London. He is President of Service Innovation Laboratory S.c.r.a.l. He was head of the Department of Engineering at University of Palermo from 2019-2021, head of the Department of Industrial and Digital Innovation at University of Palermo from 2015-2018, President of AiIG (the Italian scientific association of business and management engineering scholars) from 2019-2021, President of PNICube (the national Association of University Business Incubators) from 2016-2019 and President of the EurOMA (the European Operations Management Association) from June 2016 to June 2019. He was also Member of the Steering Committee for the Italian Minister of Research and Education for the program HEInnovate and Director of the Engineering Management Degree programme at the University of Palermo Giovanni Perrone. During his career Prof. Giovanni Perrone has managed about 4 Million of Euros in research projects (EU, national research projects, and industrial projects). The scientific activity of professor Perrone is focused on Operations and Innovation Management. He holds 75 international journals publications, which are recorded in the Scopus database where he has an *h*-index of 21 and more than 1300 citations. He acts as member of the board of editors and reviewer for several international journals.

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