

UNIVERSITI TEKNOLOGI MARA

**CROWDSOURCING
MULTI-PERSPECTIVES STAGING
IMPLEMENTATION MODEL
FOR LOW INCOME COMMUNITY**

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Thesis submitted in fulfilment
of the requirements for the degree of
Doctor of Philosophy
(Information Technology)

Faculty of Computer and Mathematical Sciences

August 2025

ABSTRACT

Digitalization and technological advancements foster innovation and guide businesses toward sustainability, with crowdsourcing emerging as a transformative approach. By linking global companies with marginalized communities, crowdsourcing supports tasks like product development and market research while creating income opportunities and reshaping socioeconomic dynamics. Studies show that crowdsourcing often originates from low income regions, highlighting their evolving role. In response, Malaysia launched the eRezeki program in 2014 under Digital Malaysia to boost income for low income communities through crowdsourcing. Early acceptance was high, driven by awareness campaigns highlighting its potential to transform livelihoods. However, sustaining eRezeki's effectiveness faces challenges, including digital readiness, ease of use, perceived risks, limited private sector support, and concerns about long-term viability. As crowdsourcing is an ongoing process, it requires structured planning to achieve lasting benefits. This research aims to develop a Crowdsourcing Multi-Perspectives Staging Implementation Model for Low Income Community, considering perspectives of crowd workers, job providers, platforms, and enablers, structured into pre, during, and post implementation stages. Preliminary research involved semi-structured interviews with five experts to validate implementation challenges, followed by an in-depth literature review to identify essential elements. Using mixed quantitative and qualitative methods, data were gathered from sixty crowd workers and fourteen experts to refine the model. A verification phase with two experts and three crowd workers confirmed its validity. The final model includes six components; key partners, key activities, key resources, channels, customer segments, and customer relationships comprising twenty elements identified as critical, aiming to support sustainable and inclusive crowdsourcing practices.

ACKNOWLEDGEMENT

Alhamdulillah, praise be to Allah (S.W.T) for His grace, mercy and blessings bestowed upon me. I am forever grateful to Him for giving me the strength and inspiration to continue with this challenging and inspiring journey until the end.

First and foremost, my heartiest gratitude goes to my supervisor, Associate Prof Dr Norjansalika Binti Janom, for her guidance, courage, and support throughout this research journey. I am greatly indebted for all the hours she spent in guiding me and commenting on my research and writing. I really appreciate her insightful comments and valuable advice, which have helped me in completing this research. Next, my special thanks go to my second supervisor, Professor Datin Dr Noor Habibah Binti Arshad who was willing to share her experience and invaluable insights. Thank you for never giving up on me. I would also like to express my special thanks to all the experts and respondents for their cooperation throughout the study phases.

To my beloved family, especially my husband, Wan Ahmad Mujib Bin Wan Hamdy, I am deeply grateful for your unwavering belief in me. Your constant support and presence during my highs and lows have been my greatest strength. You have stood by me through every challenge, providing encouragement and love that never wavered. To my precious daughters, Wan Alya Qiesya Binti Wan Ahmad Mujib and Wan Ayra Qaisara Binti Wan Ahmad Mujib, your words of encouragement and boundless love have always been a source of inspiration for me. To my son, Wan Ammar Qays Bin Wan Ahmad Mujib, your infectious energy and cheerful spirit have brightened my darkest days and kept me motivated. To my extended family and cherished friends, I am forever grateful for your love, support, and encouragement. Each one of you has played a special role in my journey, and I hold you all close to my heart. Thank you for being my pillars of strength and for always standing by me through every step of this journey.

Last but certainly not least, I dedicate this work to the memory of my late beloved Ayah, Allahyarham Zakariah Bin Salim, who passed away in 2016, my late beloved Ibu, Allahyarhamah _____, who left us in 2022, and my late beloved Daddy, Allahyarham Wan Hamdy Bin Wan Ibrahim, who passed away in 2024. Their unwavering pride in me and the values they instilled continue to guide me every day. They taught me the beauty of life, the importance of love, and how to cherish being loved. Their memories remain my source of strength and inspiration.

Alfatihah to my loved ones.

Hasbunallah Wani 'mal Wakil

Ni 'mal Maula Wani 'man Nasir

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CHAPTER 1

INTRODUCTION

1.1 Overview

Digitalization and advancement in related technologies are driving significant innovation in the almost entire business process. The global increase in competition among businesses forces them to shift toward more sustainable practices to sustain in the market (Yadav et al., 2020; Calvino & Criscuolo, 2023). The pace of change has significantly enhanced during the Covid-19 crisis. For instance, during the pandemic, the shopping volumes globally increased from February 2020 through April 2021, and the retail sector gained 35% in market capitalization (Bradley et al., 2021). These proved that digitalization in business processes has created and expanded customer expectations (Sorescu et al., 2011; Zhang et al., 2019; Dantas et al., 2020; Agrawal et al., 2022; Calvino & Criscuolo, 2023). Studies revealed that digitalization could be a great help in developing sustainable businesses for the long-term period (Okorie et al., 2018; Jabbour et al., 2019; Nascimento et al., 2019; Yadav et al., 2020; Ozkan-Ozen et al., 2020; Agrawal et al., 2022; Jones & Kitagawa, 2023).

Besides that, digitalization has expanded the way technology adoption, supply chain integration, logistics challenges, and digital marketing (Nascimento et al., 2019; Yadav et al., 2020; Gavrilă & de Lucas Ancillo, 2021; Agrawal et al., 2022; Kumar & Singh 2023). Businesses that were prepared and had already adopted digital business processes before the pandemic have dramatically widened the gap between leaders and laggards by increasing their market value (Bradley et al., 2021; Jones & Kitagawa, 2023; Turner & Bowers, 2023). In retail industry, the effects and gains from digitalization in the retail business model are visible. Through digitalization, retailers sell products that are usually produced by third-party suppliers, which means that having a streamlined supply chain management flow and system is critical to their competitiveness. Retailers are the final stage in the supply chain and are engaged closely with final consumers, which means enhanced customer interaction through digitalization can lead to higher sales and performance. With over five billion internet users worldwide, the number of people making purchases online retailers is ever-increasing.