

The main aim of the research project entitled: “Crowdsourcing and organisational learning - public organisations’ perspective” is to examine the significance of crowdsourcing to organisational learning of public organisations. The conceptual framework of this research project was based on the results of the systematic literature review conducted by the author. The research gaps, limitations of previous research and the directions of future research studies recommended by researchers are the basis for formulating the research problem in the form of a research question: Q1. What is the importance of crowdsourcing to organisational learning? It is emphasised in the literature that crowdsourcing may constitute a complement of traditional organisational learning. However these deliberations remain in a purely theoretical realm. It is also suggested that research on crowdsourcing is conducted taking into account three levels: organisational (managerial staff), virtual communities (crowd), individual (employees of the organisation). Research conducted until present had a dispersed nature in this approach and has not taken into account all three levels at the same time. In addition, crowdsourcing in public organisations has not lived to see any attempts to view the problem as a whole, yet.

Realisation of the project will increase and development to management theory. First of all, testing of hypotheses will serve empirical justification of crowdsourcing significance for organizational learning. Second of all, the project poses a direct response to directions specified in literature of the subject and recommendations for further research. Third of all, the research considers the necessity to analyse crowdsourcing on three levels, what is postulated by researchers. Moreover, the research includes the necessity of analysing crowdsourcing on three levels demanded by researchers. A multi-level, holistic approach that takes into account the specifics of public organisations – will constitute original theoretical and application considerations in order to acquire new knowledge in the scope of crowdsourcing in public organisations.