

OUTSTAFFING, OUTSOURCING, AND CROWD TECHNOLOGIES IN THE CONTEXT OF BUSINESS PROCESSES TRANSFORMATION

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The correlation between the concepts of “outstaffing”, “outsourcing”, “crowdsourcing”, their advantages and disadvantages is highlighted. The possibilities of crowd-technology application in marketing activities of enterprises were considered in the article. It was analysed the nature of formation crowdsourcing phenomenon. Distinctions outsourcing and crowdsourcing were considered.

The purpose of the study is to determine the theoretical basis and the origin of the concepts of “outstaffing”, “outsourcing”, “crowdsourcing”, their application as innovative methods of personnel management, as well as suggestions for improving the regulatory mechanism for these non-typical forms of employment.

Taking into account the rapid spread of non-standard forms of employment – outstaffing, outsourcing, and crowdsourcing in the field of labor relations and the lack of understanding of these concepts among the population, we consider this topic relevant to the study.

The differences between outstaffing and outsourcing, as well as transformation of the concepts of attracting resources for enterprise activity are considered. The nature of the phenomenon of crowdsourcing, as the next after outsourcing, is analyzed. The differences between them are considered, the main of which is the difference in the attraction of a wide range of persons to perform a specific task or project.