

# CROWDSOURCING: ESSENCE, TYPES, PRINCIPLES AND TOOLS

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Currently, search for fresh ideas for solving various problems plays an important role both in the business and society. Crowdsourcing is one of the ways of generating such ideas. This method allows engaging people with a variety of personal and professional knowledge to create a bank of ideas that allow performing specific tasks. With the development of new technologies and the Internet, this becomes popular and provides a new level of problem-solving.

In domestic economic literature, the disclosure of the essential aspects of crowdsourcing and benefits from its use for a company are considered insufficiently.

The aim of the article is to deepen the essence of crowdsourcing, describe its types and principles, compare it with traditional marketing strategy tools, and determine perspectives of crowdsourcing for Ukrainian enterprises.

As a result of studying different authors' approaches to the essence of "crowdsourcing", the following conclusions are formulated:

- today there is no single approach to the definition of this concept;
- the use of information technology or the Internet is the essential feature of the term "crowdsourcing", and, therefore, it cannot be used as the key words;
- a number of definitions limit crowdsourcing only as transmission of functions or

the search for and selection of candidates, but today the possibilities of crowdsourcing much broader and can it realize all tools.

Conducted morphological analysis allowed deepening and formulating a definition of crowdsourcing. Thus, crowdsourcing in this study is one of the most popular strategies for the acquisition of interesting and original solutions and build a relationship between organizations and their clients.

Analysis of economic literature allows defining the advantages and disadvantages of crowdsourcing in comparison with traditional tools.

The complex of the advanced technologies and improvement the efficiency of crowdsourcing through the Internet has become the object of commercial attention of IT-professionals, consultants, SEO-specialists, who conduct search engine optimization. Also, for the use of individual and collective consumer experience, intelligence, and communication capacity to improve the competitiveness of goods brand.

As the result of the conducted study, the in-depth definition of crowdsourcing is developed on the basis of the analysis, the advantages and disadvantages of using crowdsourcing are identified, classification of crowdsourcing is generalized, modern marketing content and trends of its application are considered.