

Research Centre, Faculty of Economics

is organizing a scientific - research seminar
on Thursday, **22nd November 2012** at **12:00 pm**
in the room **P-109** at the **Faculty of Economics Ljubljana**.

Presentation of an article:

“Social Media as Enabler of Crowdsourcing Business Model”

author: Ivan Župič

Sourcing ideas and inputs from the crowd is being increasingly used by companies in online settings. This chapter is based on a case study of microstock business model – a crowdsourcing-based model which irreversibly transformed stock photography industry. Social media building blocks, such as social networking features, discussion boards and blogs are used for community building and promoting communication among crowdsourcing participants. Companies embarking on crowdsourcing initiatives can enhance participants' motivations through social media and enable online learning with improved communication and information diffusion.

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:

research.seminars@ef.uni-lj.si until Wednesday, 21.11.2012

Welcome!