Team Alliance Strategies in Crowdsourcing Platforms

Sina Zare, Neil Griffin College of Business, Arkansas State University, 2105 East, Aggie Rd, Jonesboro, AR 72401, (870)680-8001, szare@astae.edu

ABSTRACT

Various factors play crucial roles in team alliance that may originate from the tendency to work with those who have similar technical backgrounds. On the contrary, the lack of specific expertise may initiate alliance and collaboration across teams. This study investigates alliance strategies and motivations in crowdsourcing platforms.

Keywords: Crowdsourcing, Alliance, Kaggle, Team Merging