



Engaging and motivating crowd-workers in gamified crowdsourcing mobile apps in the context of logistics and sustainable supply chain management

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Abstract

This study attempts to explore the factors that engage (behavioural factors) and motivate (psychological factors) crowd-workers in the gamified crowdsourcing apps in the context of logistics and sustainable supply chain management. Thus, using the self-determination theory and theory of cognitive engagement, we conduct critical in-depth interviews with crowd-workers and their task. We conducted a qualitative thematic analysis to explore the psychological and behavioural factors for engaging and motivating crowd-workers in gamified crowdsourcing mobile apps in the context of logistics and sustainable supply chain management. This study adopted mono-method qualitative approach and in depth-interviews were done by a researcher who was well-trained in qualitative research and was acquainted with the knowledge of crowdsourcing. Using the non-probabilistic sampling method of purposeful sampling, interviewer virtually met 11 individuals to collect data on a pre-decided date and time. The interview questions been prepared based on the theoretical constructs of self-determination theory and theory of cognitive engagement and the thematic analysis was conducted using NVivo software.

Keywords Engagement · Psychological motivation · Gamification · Technological innovation · Crowd-workers · Mobile apps · Self-determination theory · Theory of cognitive engagement

1 Introduction

Over the last decade, there has been a growing trend towards gamification theories that go beyond human-computer interaction and span many different research domains (García-Mireles & Morales-Trujillo, 2019; Helmefalk, 2019; Rapp, 2020). The literature depicts gamification as the application of game mechanics in non-game contexts (García-Mireles & Morales-Trujillo, 2019; Helmefalk, 2019; Rapp, 2020). For example, GreenRoads, a gamified app, motivates individuals to contribute to a supply chain management which scores

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