**Presentation of a case that promotes one of the future trends as the main factor that will drive the future direction of software engineering project management**

Crowdsourcing or innovation is a way of using other people's knowledge to your company's advantage. It allows you to select the best results from different people and results delivered quicker. Crowdsourcing has attracted significant attention as one of the emerging web-based phenomena from both professionals and scholars. It is believed to facilitate the connectivity and collaboration of people, organizations, and various societies. Few studies elaborate on what has been reached and is yet to be reached. (Ghanyani et al. 2018)

Various innovations on external ideas and solutions to business tasks can be found by sponsoring these crowdsourcing activities. Job design theory/ built-in and acquired motivation developed a research model to explain participation in crowdsourcing contests. The built-in motivation was more important than acquired motivation in inducing the members' participation ability. Built-in motivation ensures autonomy, variety, and analyzability. At the same time, acquired motivation had contest tackiness. Crowdsourced software is considered highly in most software development industries as it is not costly and has shown efficiency. Many of these companies are therefore adopting agile software development due to its distributed nature (San et al.,2019)

As the software industry grows, modern software development practices are sought. Cyberspace has played a significant part in enabling developers and employers to reach each other globally. The crowd can have a platform online where ideas are shared like Top coder or Amazon Mechanical Turk to get their tasks done. This approach enables the abilities of various individuals to be incorporated as a single entity.

The findings, therefore, suggest that crowdsourcing contest tasks should preferably be highly autonomous, less complex, explicitly specified, and should require a variety of skills too (Zheng & Hou,2011)

**References**

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