

ScholarOne - How to better motivate participants: Digital incentives in digital platforms

Xinbo Sun¹ and Zhiwei He²

¹Affiliation not available

²Northeastern University

April 09, 2024

Abstract

This study aims to deepen the understanding of digital incentives. We employed a case study approach to examine a Chinese firm. Based on coding and analyzing rich primary and secondary data, we explore the characteristics and effects of digital incentives. The findings show that digital incentives based on digital technologies such as blockchain include both incentive digitalization and data incentivization. It can effectively motivate participants to collaborate to improve innovation performance. Meanwhile, the information transparency mechanism and trust mechanism embedded in digital incentive contracts can effectively inhibit participants' opportunistic behaviors, which help to cope with the incompleteness of contracts and improve the effectiveness of digital incentives. The study also reveals the dynamic evolution model in the execution of digital incentive contracts. The findings suggest that this dynamic model is conducive to the adaptive adjustment of incentive resource portfolio, and coordinates the interests and expectations of participants, thus achieving the sustainability of digital incentives. Important practical implications suggest that digital platforms should focus on the role of digital technologies such as blockchain to drive the digital transformation of organizational incentives.

How to better motivate participants: Digital incentives in digital platforms

Xinbo Sun, School of Business Administration, Northeastern University, Shenyang, 110169, China, hzwneu@126.com

Zhiwei He, School of Business Administration, Northeastern University, Shenyang, 110169, China, hzw9810@163.com

Author Biographies

Xinbo Sun is a Professor at the School of Business Administration, Northeastern University, China. His research interests include management philosophy, strategy management of digital transformation, and digital value co-creation. His research has appeared in *Journal of Business Research*, *Information & Management*.

Zhiwei He is a PhD candidate in the School of Business Administration, Northeastern University, China. His research interests involve digital incentives, digital transformation, and platform ecosystem governance. His research has been published in *Group & Organization Management*. ORCID ID: <https://orcid.org/0000-0002-7056-8676>

Corresponding Author

Zhiwei He, School of Business Administration, Northeastern University, Shenyang, 110169, China. Email: hzw9810@163.com

Funding

This study was supported by grants from the National Natural Science Foundation of China with the project numbers 72172031 and 72332001.

Acknowledgements

The authors would like to thank the informants from H-A for the rich data they provided to help us complete this paper.

Conflict of Interest

The authors declare that there is no conflict of interest.

Hosted file

Main document.docx available at <https://authorea.com/users/749067/articles/720387-scholarone-how-to-better-motivate-participants-digital-incentives-in-digital-platforms>

Hosted file

Figures.docx available at <https://authorea.com/users/749067/articles/720387-scholarone-how-to-better-motivate-participants-digital-incentives-in-digital-platforms>

Hosted file

Table.docx available at <https://authorea.com/users/749067/articles/720387-scholarone-how-to-better-motivate-participants-digital-incentives-in-digital-platforms>

Hosted file

Supplementary File.docx available at <https://authorea.com/users/749067/articles/720387-scholarone-how-to-better-motivate-participants-digital-incentives-in-digital-platforms>