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A Study on the Influence of Creativity of Medical Product Design and Project Socialization on the Success of Industrial Fundraising

Ren LEI¹, Wu YAN²

Abstract

Since the rise of mass fundraising platforms, they are offered to entrepreneurs and teams with innovative ideas. Under this trend, more and more start-ups and scholars pay attention to and study the factors that contribute to the success of mass fundraising. On the mass fundraising platform, people from different countries and different cultural backgrounds perceive the creativity of project products according to their personal preferences, and then make sponsorship decisions. In recent years, pro-social activities are not limited to large non-profit groups or organizations. More and more pro-social fundraising projects with public welfare nature are springing up, and more and more entrepreneurs mention pro-social keywords in the content description of the project, as a way to determine the degree of pro-sociality. In this study, 312 valid questionnaires are collected from the general public in Fujian Province, and each questionnaire represents the valid sample of this study. The results are as follows: 1. Environmental friendliness has a significant impact on the success of fundraising. 2. Creativity has a significant impact on the success of fundraising. 3. Socialization has a significant impact on the success of fundraising. According to the results, some suggestions are put forward, which are expected to help product design effectively convey the concepts of environmental friendliness, creativity and pro-sociality to more people through specific ways, so as to promote the success of sponsorship.

Keywords: medical products, product design, creativity, socialization, fundraising success, social problem, social change.

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Introduction

Since the rise of mass fundraising platforms, they are offered to entrepreneurs and teams with innovative ideas. In the past, the way of start-up financing was nothing more than banks, relatives and friends. Now, due to the rise of the internet and mass fundraising platforms, regional restrictions haven been broken, start-up teams or entrepreneurs can explain the concepts and ideas of innovative products to the world according to their needs. The failure rate of start-ups around the world is more than 90%, and the failure rate of fundraising projects in Kickstarter, the world's largest mass fundraising platform, is as high as 63%. Under this trend, more and more start-ups and scholars pay attention to and study the factors that contribute to the success of mass fundraising. In recent years, governments and people have paid more and more attention to environmental friendliness related issues, including reducing the use of disposable products such as plastics, marine and ecological environmental pollution, and whether products are environmentally friendly materials have become popular topics of public concern and discussion. Numerous countries have also implemented restriction policies on environmental issues. There are also more and more environmental-friendly related projects on the mass fundraising platform, compared with the discussion of the factors in the past about the success of mass fundraising, project content quality (exquisite and vivid pictures and films, adequacy of project preparation, etc.), project setting (fundraising amount setting, feedback plan, etc.), entrepreneur characteristics (number of community fans, entrepreneurial experience, etc.) and other factors. In recent years, with regard to mass fundraising projects, the claimed environmentally friendly products and creative products have also emerged one after another. In addition, with the emergence of pro-social projects, the content of the project is voluntary behavior that tends to help others or benefit society, such as help, donation, and voluntary services, and proposals to sponsor the groups in need. Through different types of fundraising platforms, people express entrepreneurial ideas and create novel and unique products to solve environmental and social problems, and then resonate with the masses to sponsor the project.

In response to the advent of an aging society and the continuous growth of the proportion of the global aging population, the demand for high-quality medical care for the elderly has also increased significantly. However, the provision of effective medical services depends not only on the expertise of the medical team, but also on the quality of the medical products used in the medical process. Medical products are the link between patients, doctors and medical environment. Patients can be cured in the course of treatment, but they may also be seriously injured in the process. Therefore, in addition to helping to improve the effectiveness of medical treatment, medical products must improve their safety performance and reduce the harm to patients, which is the common goal of the design and manufacture of all medical products. However, creative products are regarded as novel and valuable products, which depend on the cognition and evaluation of

the observer. On the mass fundraising platform, people from different countries and different cultural backgrounds perceive the creativity of project products according to their personal preferences, and then make sponsorship decisions. In recent years, pro-social activities are not limited to large non-profit organizations or institutions, and more and more pro-social fundraising projects are on the rise, including donating a certain proportion of the amount of funds raised to specific institutions or organizations, concern about education in developing countries, water resource issues, or women's rights, and other topics. More and more entrepreneurs mention pro-social keywords in the project content description as a way to determine the degree of pro-sociality. Thus, this study explores the impact of product design creativity and project socialization on the success of industrial fundraising, hoping to help product design to effectively convey the concepts of environmental friendliness, creativity and pro-sociality to more people through specific ways, so as to promote the success of sponsorship.

Literature review

When it comes to the method of starting a business, in the past the financing channel may be bank loans, family, relatives or venture capital companies, but not every entrepreneur can raise enough capital to start a business. The emergence of mass fundraising enables entrepreneurs to use the fundraising platform more efficiently through the convenience of the internet to show creative ideas and entrepreneurial concepts, and also provides a stage for start-ups to break regional restrictions and increase visibility (Ding, 2018). In recent years, mass fundraising has become one of the new ways for start-ups to obtain funds. It includes three main roles: the proponents of the project are also entrepreneurs who seek interested projects through the online fundraising platform, sponsors who provide funds and fundraising platforms (Zheng *et al.*, 2018). The main motivation for sponsors to participate in mass fundraising is to obtain interested project products at more favorable prices. Most of the project products on the fundraising platform have not yet been commercialized, and there is considerable uncertainty risk. Therefore, early sponsors are regarded as more valuable than those who use early commodities in the traditional product life cycle. In the project process. Through the interaction between the entrepreneurs and masses in the message area and the update area, entrepreneurs can also adjust their products according to market demand, and supporters who agree with the concepts and values of the project will even take the initiative to spread word of mouth for the enterprise. Mass fundraising also allows entrepreneurs to prove that project products are attractive in the market, and entrepreneurs who are recognized or supported by the masses can also enhance their confidence in entrepreneurship and ability (Almquist, Cleghorn, & Sherer, 2018). The mass fundraising platform connects entrepreneurs with sponsors, provides opportunities for start-ups to expose their products and raise awareness,

and plays an important role in the early product development stages of start-ups (Cox, Nguyen, & Kang, 2018).

In recent years, the public has gradually paid more attention to environment-friendly issues. When it comes to environment issues, green is often used as a wide vocabulary to represent natural environment issues, and the definition of green refers to reducing the impact on the environment (Li *et al.*, 2017). More and more people realize that natural resources are limited and fragile, so this positive environmental awareness is integrated into the daily life of the public to produce environmentally sustainable products, that is, environment-friendly products, which include several aspects: (1) Recognition of the seriousness of environmental problems; (2) The inconvenience of environmental friendliness; (3) The importance of environmental friendliness; (4) The perception degree of environmental friendliness of enterprises (Zhao, Harris, & Lam, 2019). In terms of motivation to buy environment-friendly products, because of the social attention to environment-friendly issues, the purchase of environment-friendly products is considered to help consumers show their personal image, reputation, enhance personal uniqueness, and differ from the masses who consume general products (Cowan & Ketron, 2019). In addition, environment-friendly products with satisfied functionality and practicability can enhance user value, especially for consumers who attach importance to the fun of life and enjoy the value of life, the consumption of environment-friendly products can help to meet the pursuit of life attitude and values (Baber, 2019). Most of the sponsors of mass fundraising are men aged 25 to 34, mainly in North America and Europe, with an average annual income of more than \$100000. In Kickstarter, this age group belongs to Generation Y or Millennium. This generation shows that they are willing to work for social or environmental friendliness. They care about environmental and ecological issues and tend to buy environment-friendly products. Moreover, they are more willing to bear higher prices and take the risk of uncertainty to buy unique and novel environment-friendly products, and contribute to the success of fundraising (Chang, 2017).

Therefore, this study puts forward the following assumption: *H1: Environmental friendliness has a significant impact on the success of fundraising.*

Creativity is defined as “the ability to create novelty and values”, and creative products are novel with appropriate characteristics (Wang *et al.*, 2018). Novelty refers to originality and uniqueness compared with the existing products on the market, while appropriateness means that the product is meaningful and more valuable than other similar alternatives, such as practicality (Sundström, Hjelm-Lidholm, & Radon, 2019). Creative products can amaze the public, and whether the products are creative or not depends on the evaluation of the observer or the public. The products with observability are the final proof of creativity (Nardini & Lutz, 2018). The core values of the mass fundraising platform also provide a stage

for the development of a wide variety of creative products from all over the world. The emphasis and positioning of the fundraising platform on creativity also makes it possible for more creative project products to be proposed on the platform. It also attracts sponsors from around the world who are interested in creative products to explore projects that are consistent with individual needs and values (Wessel, Adam, & Benlian, 2019). As a result, people in the mass fundraising platform are more eager to take risks and look for creative products than ordinary consumers. These early sponsors are seen as more valuable and willing to take higher risks to look for special creative products on the fundraising platform than those who use early products in the life cycle of traditional products (Block, Hornuf, & Moritz, 2018). The sponsors can feel the creativity of projects and products through the accumulation of project content, films, enthusiasm of entrepreneurs and positive degree of entrepreneurs' ideas. The sponsors can also compare the differences between general products and creative products through the information provided by the project, and creative products are also regarded as a display of competitive advantage. According to the above-mentioned, the masses give creative products higher values, thus strengthening the creativity of products is conducive to the success of fundraising.

Therefore, this study puts forward the following assumption: *H2: Creativity has a significant impact on the success of fundraising.*

Pro-sociality is a new research field in mass fundraising. Pro-social behavior is defined as "voluntary behavior that tends to help others or benefit society", such as help, donation, voluntary service and so on. In the process of pro-social behavior, people will have a warm-light effect to promote people to achieve positive emotion and satisfaction (Zhang & Chen, 2019). There are two main reasons for pro-sociality (Roma, Petruzzelli, & Perrone, 2017): First, active dedication can enhance self-social identity, shape personal image, and meet moral needs. Second, people will be happy in the process of protecting or benefiting others. Pro-social behavior is also seen as philanthropic, and sponsors of pro-social projects on donation-based fundraising platforms believe and choose projects that can bring about social change, and they are influenced by self-motivation, compassion and altruism. Pure altruism and warm-light effect are particularly important in mass fundraising. Compared with the warm light effect, pure altruism does not expect to receive rewards or spiritual satisfaction, but only pays attention to the results of helping others (Kaminski, Hopp, & Tykvova, 2019). For example, charities do not gain benefits or emotional pleasure through pro-social behavior, while the warm-light effect is that sponsors are influenced by films, pictures or words in the project and generate the pleasure of helping others through sponsorship. This also explains the motivation of individuals to participate in pro-social behavior, which can obtain warm light effect and positive emotional satisfaction through interaction and sponsorship with entrepreneurs or projects (Chen & Lin, 2020). In terms of feedback-type mass fundraising platform, sponsors not only pay attention to the

products they get from the project, but also care about their impact on the project. If the project narrative mentions pro-social keywords more times, it will help to persuade the masses to participate in the project or generate internal motivation, so that sponsors can enhance their happiness and then promote the success of the project fundraising (Bagheri, Chitsazan, & Ebrahimi, 2019). In addition to pointing out the external motivation that sponsors want to get product feedback, internal motivation and psychological factors also have a certain influence, and project brief can also awaken sponsors' pro-social perception (Lagazio & Querci, 2018). If entrepreneurs provide specific areas (e.g., providing clean water to Urhokuosa villagers in Africa), compared with extensive charitable sponsorship, proposing specific practices such as the construction of facilities or specific timing of assistance (Chan, Cheung, & Lee, 2017). For example, providing assistance to people in need around the world is more conducive to the success of fundraising.

Therefore, this study puts forward the following assumption: *H3: Socialization has a significant impact on the success of fundraising.*

Methodology

Measurement of research variables

Environmental friendliness. This study quotes the definitions and criteria for evaluating environmental friendliness provided by Liang, Wu, & Huang (2019) as a basis for assessing whether the product design of the project is claimed to be environment-friendly.

Creativity. This study quotes the definition and standard of evaluation creativity provided by Du, Li, & Wang (2019) as the basis for evaluating whether the product design of the project is creative or not.

Socialization. This study quotes the definition and standard of socialization of evaluation provided by Wang *et al.* (2019) as the basis for judgment to evaluate whether the product design of the project is socialized or not.

Success of fundraising. This study quotes the amount of funds raised to evaluate the success of fundraising provided by Hsieh, Hsieh, & Vu (2019) as the main basis for judgment, mainly based on the rate of reaching the target amount of fundraising.

Research object and research design

In this study, 312 valid questionnaires are collected from the general public in Fujian Province, and each questionnaire represents the valid sample of this study. After the questionnaires are collected, the computer statistical software SPSS will be used to analyze the data, and statistical methods such as regression analysis and analysis of variance will be adopted to test the assumption.

Method of analysis

This study uses the analysis of variance to explore the influence of environmental friendliness, creativity and socialization on the success of students' fundraising.

Results and analysis*Analysis of the differences of environmental friendliness in the success of fundraising*

This study will be based on the analysis of variance to explore whether there is a difference of environmental friendliness in the success of fundraising. It can be seen from *Table 1* that environmental friendliness has significant differences in the success of fundraising, and high environmental friendliness is higher than low environmental friendliness in the success of fundraising. Hence, H1 holds.

Table 1. Analysis of differences of environmental friendliness

Variable name	Teaching method	Average value	F value	P value
Environmental friendliness	High	4.51	23.162	0.000**
	Low	3.78		

** represents $p < 0.01$

Analysis of differences of creativity in success of fundraising

This study is based on the analysis of variance to explore whether there is a difference of creativity in success of fundraising. As can be seen from *Table 2*, creativity has a significant difference in the success of fundraising, and high creativity is higher than low creativity in the success of fundraising. Thus, H2 holds.

Table 2. Analysis of differences of creativity

Variable name	Teaching method	Average value	F value	P value
Creativity	High	4.46	31.569	0.000**
	Low	3.89		

* * represents $p < 0.01$

Analysis of differences of socialization in the success of fundraising

This study will explore whether there is a difference of socialization in the success of fundraising according to the analysis of variance. As can be seen from *Table 1*, socialization has significant differences in the success of fundraising, and high socialization is higher than low socialization in the success of fundraising. So H3 holds.

Table 3. Analysis of differences of socialization

Variable name	Teaching method	Average value	F value	P value
Socialization	High	4.37	29.763	0.000**
	Low	3.92		

** represents $p < 0.01$

Discussion

The public has the ability to perceive the creativity of products, and creative products contribute to the success of project fundraising. Through films or pictures, people will observe the creativity, technical superiority and aesthetic perception of general medical products of the same type as project products. We suggest that entrepreneurs in the future should strengthen the creativity of medical products, and also at the same time clearly state their entrepreneurial ideas through the films and show their enthusiasm for the creativity of medical product design when introducing medical products or projects. When proposing a proposal, medical product entrepreneurs can review the following key points: (1) Clearly state the entrepreneurial ideas and explain the details through concise title and description and let the public quickly understand the medical product project; (2) Prepare attractive, clear and simple pictures to make it easy for people to share with social media; (3) When introducing medical products, in addition to written instructions, make sure that pictures or GIF diagrams and videos help the project tell entrepreneurial stories; (4) Show the feedback products, specifically present the completed or nearly completed medical products and put them on the project page, which will help the public to understand the actual appearance of the products.

However, the certification of environment-friendly organizations can also change people's views and perceptions of medical enterprises or medical products, such as OEKO-TEX certification, which is used to test the impact of textiles and clothing on human health, as a reference for people to buy environmentally friendly textiles. Or third-party labels, for example, Kickstarter provides environmental commitment volume label for environment-friendly project products. While proposing the project, we can also do the following: design for durability; reuse and waste recycling; use sustainable materials; choose environment-friendly factories;

make relevant commitments such as perpetual fulfillment and distribution, which will help enhance sponsors' trust in medical products and attract more sponsors' attention. For environment-friendly medical start-ups, the above-mentioned methods can be used to give full play to the potential of environment-friendly products.

Conclusion

From the results of this study, it can be seen that people are rather concerned about the environment-friendly content of medical products, and will care about the project by messages or paying attention to updates. Therefore, if fundraisers in the medical products industry provide sufficient signal effects and information content, it will contribute to the success of fundraising. At present, for many industry fundraisers of environment-friendly medical products projects, the information provided in the project presentation and content is insufficient, which may lead to inability to make use of mass fundraising to give full play to the potential of environment-friendly products, so that the effectiveness of medical product fundraising will be affected. On the other hand, the public has the ability to perceive the creativity of medical products, and creative medical products contribute to the success of project fundraising. Through films or pictures, the public will observe the creativity, technical superiority and aesthetic perception of the project products and the general medical products of the same type. We suggest that fundraisers in the medical products industry in the future should strengthen the creativity of the products and, at the same time, clearly state their entrepreneurial ideas through the films and show their enthusiasm for entrepreneurship when introducing products or projects. Finally, pro-sociality does not only refer to sponsorship of non-profit undertakings or charitable donations, but also includes the concern of fundraisers in the medical products industry on social issues. Although sponsors are concerned about the feedback of the project, they will at the same time be concerned about the impact of the follow-up of the project, especially those related to human interests, such as fair labor rights, safety and rights for women and children, education and other issues. It is easy to have the emotion of empathy and tendency to help others, stimulate the warm-light effect of sponsors, and produce positive emotion and pleasure in the process of sponsorship. The use of pro-social words and content has a significant relationship with the success of fundraising.

Recommendations

According to the conclusion of the study, this study puts forward the following recommendations:

It is suggested that fundraisers of the medical products industry should clearly state the motivation of paying attention to environmental friendliness, the steps

to be solved by the project through project films or pictures, and clearly explain the cooperative groups and manufacturing processes. The design and use of medical products can show convenience and diverse situations through GIFs, which help to highlight personal image and uniqueness, and make sponsors feel that “environmental friendliness is not a sacrifice, but for the improvement of personal style.” Free gifts can also be consistent with the concept of environment-friendly or enhance the characteristics of medical products, which will help to enhance the life value of sponsors.

We suggest that fundraisers in the medical products industry should review the following key points when proposing the proposal: (1) Clearly state the entrepreneurial ideas and explain the details through concise title and description, and let the public quickly understand the project; (2) Prepare attractive, clear and simple pictures and make it easy for people to share with social media; (3) When introducing medical products, in addition to written instructions, make sure that pictures or GIFs and videos help the project tell entrepreneurial stories. 4. Show the feedback products, specifically present the completed or nearly completed medical products, and put them on the project page, which will help the public to understand the actual appearance of the products.

It is suggested that pro-social industry fundraisers should directly show their pro-social motivation in the project brief, clearly state the specific issues or events concerned by the project, and present the local situation with real photos and videos. Release the transparent and specific implementation steps in the content of the project, so that sponsors feel self-motivation, sympathy, which can stimulate the warm-light effect of sponsors, and make sponsors proud and resonate as part of the project, thus they are willing to take the initiative to leave messages or speak for the project, which will promote the project to meet the standards.

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