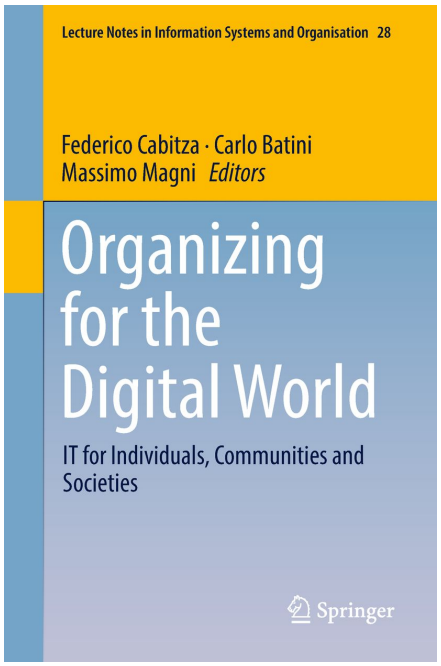


1st ed. 2019, VIII, 266 p. 38 illus., 33 illus. in color.

Printed book

Softcover

139,99 € | £119.99 | $169.99
[1]149,79 € (D) | 153,99 € (A) | CHF 165,50

eBook

117,69 € | £95.50 | $129.00
[2]117,69 € (D) | 117,69 € (A) | CHF 132,00

Available from your library or springer.com/shop

MyCopy [3]

Printed eBook for just
€ | $ 24.99
springer.com/mycopy

Error[en_EN | Export.Bookseller.MediumType | SE]

£24.99 | $24.99
CHF 24,99

Federico Cabitza, Carlo Batini, Massimo Magni (Eds.)

Organizing for the Digital World

IT for Individuals, Communities and Societies

Series: Lecture Notes in Information Systems and Organisation

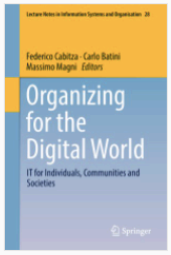
- Highlights a collection of multidisciplinary contributions in the field of Information Systems and Organization
- Presents an overview of the research methods currently applied by the broader community of IS scholars
- Outlines the most relevant research topics in the field of Information Systems and Organization

This book argues that "organizing" is a broader term than managing, as it entails understanding how people and machines interact with each other; how resources, data, goods are exchanged in complex and intertwined value chains; and how lines of action and activities can be articulated using flexible protocols and often ad-hoc processes in situated practices of use and production. The book presents a collection of research papers shedding new light on these phenomena and related practices from both academic and professional perspectives. Given the plurality of views that it offers, the book makes a relevant contribution to the understanding and appreciation of the complexity of the digital world at various levels of granularity. It focuses on how individuals, communities and the coopetitive societies of our new, global and hyperconnected world produce value and pursue their objectives and ideals in mutually dependent ways. The content of the book is based on a selection of the best papers - original double-blind peer-reviewed contributions - presented at the annual conference of the Italian chapter of the AIS, which was held in Milan, Italy in October 2017.

Order online at springer.com / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and $ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

Part of SPRINGER NATURE



© 2019

Organizing for the Digital World

IT for Individuals, Communities and Societies

Editors (view affiliations)

Federico Cabitza, Carlo Batini, Massimo Magni

Highlights a collection of multidisciplinary contributions in the field of Information Systems and Organization

Presents an overview of the research methods currently applied by the broader community of IS scholars

Outlines the most relevant research topics in the field of Information Systems and Organization

Conference proceedings

28 Citations 5 Mentions 13k Downloads

eBook EUR 117.69
Price includes VAT (Italy)

- ISBN: 978-3-319-90503-7
- Instant PDF download
- Readable on all devices
- Own it forever
- Exclusive offer for individuals only
- Tax calculation will be finalised during checkout

Buy eBook

Softcover Book EUR 145.59

Learn about institutional subscriptions

Ethic values for sharing communities

Stefano Poponi[1[0000-0001-7574-5320]], Enrico Maria Mosconi[2[0000-0001-7065-7313]], Alessandro Ruggieri[2[0000-0001-5835-2461]] and Michelangelo Arezzo di Trifiletti[3]

[1] Università degli Studi Niccolò Cusano, Roma, Italy
[2] Università degli Studi della Tuscia, Viterbo, Italy
[3] Embassy of the United States of America, Roma, Italy

stefano.poponi@unicusano.it, enrico.mosconi@unitus.it, ruggieri@unitus.it, michaelarezzo@gmail.com

Abstract. The essence of sharing platforms and their role in the social context is related not only to technology, but especially to the way it is being used today. Ethics, social responsibility and sustainability have become part of this process of development and they stimulate the entrepreneurial mainspring of new market models, that are in evolution.
In crowdfunding the "return investment expectancy" plays a key role also in the selection process of innovative ideas, where credibility becomes an essential asset for the business, as well as the need to demonstrate transparency, integrity and responsible governance as priorities. Recently, these platforms are adopting voluntary certification systems, the B Corp certification, to reconcile the need to conduct business under the ethics aspect and raise awareness of stakeholders to adopt guiding values for business, consumption, or the use of services . Our goal is to investigate the role of "ethics", conducted by the "B Corp" Standard Certification System, on sharing platforms. In particular we analyze how the Kickstarter Platform manages the ethical values of B Corp certification. The areas we analyze are: the community, governance, workers, the environment and customers. The closing chapter highlights the theoretical implications and limits of the analysis.

Keywords: Crowdfunding, Ethic, B Corporation.

1 Introduction

The enhancement of information offered by sharing economy platforms of information and the new shape that digital economy is undertaking have pointed out the importance of how to use technologies, highlighting how the current socio-economic structure is influenced not so much by the availability of a given technology in the strict sense, but rather how the technology is used. In literature the concept of sharing economy is widely debated, although the definitions are progressively evolving due also to the success of the open-source movement, which has contributed to opening the sharing of new digital contents [1], or to the various areas of application [2, 3]. This term is associated with a heterogeneity of domains, from the sharing of product ownership, lending,

renting products for the benefit of acquiring values with temporary access rights, or sharing transactions in peer to peer [4]. For Frenken et al. [5] this represents the way consumers give each other temporary access to unused physical activity ("inactive capacity"), even with money. This sharing works in social relationships and contributes to consolidating cultural practices [6], at the same time it generates a rise in well-being [1], but faces a number of criticalities from the point of view of Ethics and how this can be exercised or delivered within sharing platforms.

The transformation capacity and the influence that these platforms have on lifestyles, awareness and choices of consumers / users of products / services, puts us in front of ethical considerations, especially in terms of the influence that these tools have on people's behavior. This relationship is accentuated in crowdfunding platforms where the ethical problem has several implications regarding the type of projects funded, the appropriate amount of funding, the relationship between control needs and a balanced expenditure on the resources received, compliance with what was promised by the funded subject [1, 7], fraudulent campaigns, lack of privacy, misuse of funds raised [8], but also with respect to the impact that sharing has on sustainability [9, 10].

By operating in Crowdfunding, businesses can outsource a project to an indefinite number of potential collaborators by performing "open calls" [11, 12, 13, 14], trying to overcome the structural limits that pass through traditional funding channels of innovation and allowing the building of a global line of conversation among entrepreneurs and their investors [15, 16]. In this way, collective intelligence is formed by having the knowledge of collaborating individuals meet, each contributing to the achievement of a project [17,18].

Recently these cooperation procedures are considering some voluntary certification systems in order to regain the necessity to do business with the ethical (and environmental) aspect. The system of B Corp certification is spreading to an international level, according to an approach bottom up, especially for sensitize enterprises which pursue the adoption of strong ethical values to guide their business. These values valorize the ethical and environmental sensibility of enterprises and consumers, through a direct involvement of all the actors (workers, community, environment) that gravitate around it, realizing a model of alternative governance. On the basis of these considerations this paper aims at describing and discussing the potentialities offered by the B Corp certifications within the crowdfunding platforms. In particular, objective of this work is to understand – starting from the Kirkstarter platform analysis – how the platform succeeds in conveying a positive ethical mediated value of B Corp certifications.

The paper in Section 2 will give some brief considerations regarding the research methodology used to support this analysis, Section 3 will focus on the operation of the Kickstarter platform, 4 will outline the requirements of the certification application, the last section will describe and discuss the potential offered by this application in transferring the positive values. Implications and some final reflections will conclude the paper.

2 Methodology

This work has the purpose of describing and discussing the ethical factor proposed by B Corp certifications within Crowdfunding platforms. In particular, this paper wants to answer the question: *how is it possible to transmit ethical factors of the B Corp certifications within the Kickstarter platform?* To answer this question, the paper proposes a critical review of the potential offered by the B Corp certifications and the operation of crowdfunding platforms, focusing on the Kickstarter platform.

The paper adopts a methodological approach to qualitative research based on the study protocol of a descriptive case defined by Yin [19]. It represents an exploratory study based on a documentary analysis [20, 21]. For this study, the documents and information released by the B Corp certification system and related links have been taken into account, including the documentation published by Kickstarter PBC. The official annual reports and the direct exploration of the offered services have allowed us to identify the formal referenced properties that have consequently led to the identification of the role of the "ethical" factor in the platform.

This platform has been selected for its internationally recognized importance, in contrast to the number of community and business volume generated, compared to the funded projects, representing the benchmark for companies using the crowd to fund innovative projects.

The official annual reports and the direct exploration of the offered services have allowed us to identify the formal referenced properties. Previous studies and personal experiences complete our analysis[15, 16, 22–24].

The results will represent the starting point for deeper investigations, which will allow to better define the association between the functioning of the crowd and the ethical factor.

3 Crowdfunding: a perspective review

In the early 2000s, the evolution of social networks and the resulting affirmation of the Crowdfunding platforms [25], such as IndieGoGo "(2008), Kickstarter" (2009) and the Italian "Kapipal", allowed the community to Participate in collective initiatives and finance innovative ideas, seeking to gain value from online communities [26]. In literature, many authors identify the factors that affect the positive success of a project, such as the quality, the description, and in particular the social network of the creator [27].

Through these platforms, original channels of technological innovation promotion have been activated, pushing to overcome the structural boundaries that go through traditional channels of innovation financing, creating a new model that uses viral web [15] and generating obvious changes in the expectations of "lenders" and above all in the type of financing offered to businesses, significantly differentiating their intervention according to the type of reward received in return. These tools envisage four major types of reward (i) Lending-based Crowdfunding, representing the evolution of microcredit, (ii) Donation-based Crowdfunding, contributing to donor financing,

usually of small amounts, without generating any cash return or any other form of tangible remuneration, (iii) Reward-based Crowdfunding, which is the most widespread instrument, and which associates funding with a reward or material premium, (iiii) Equity Crowdfunding, which involves participation in the company [27–30]

These forms of funding are the result of the various form of participation offered by the Platforms[31]. In literature, we have discussed the factors that can lead to the success of projects within crowdfunding platforms, such as the quality of the project proposal [27], the way it is described [32] and detail on the importance of social networking [30, 33, 34]. Furthermore Agrawal et al. [33] and Kuppuswamy and Bayus [35] confirm the importance of social structure, in particular, they emphasize the role of family or friends or followers in project financing, especially in the first phase of the campaign. This importance varies according to the different types of crowdfunding where reward-based crowdfunding seems to take priority over other forms of funding.

The ethical dimension, and the relationship with new technologies is represented as a complex and sometimes confused scenario because of the constant and rapid evolution that this concept is assuming [36], as well as its communicative dimension and its conceptualization in social-life context [37].

Participation in the Crofwdfundig process makes ethics an essential element. In the dimension of communication (see for example Habermas [37]), the success of crowdfunding projects revolves around the concept of ethics and credibility. In literature, the dynamics linking the ethical aspect to the functioning of platforms and their ability to positively influence the structure of the proposed innovative projects and the involvement of the Community, as well as the ascendant that this factor may have on projects to be financially supported, has still been poorly developed.

According to the general principles of Floridi [38] on moral ethics and ethical aspects of computer ethics, we maintain that "ethics" is an essential input for the participation in the process of crowdfunding along with the key success factors mentioned above. The need to demonstrate transparency, integrity and responsible governance priorities in delivering not only service, but also data and information management as well as internal structure, takes up a priority and an equal level role, simultaneously for all stakeholders [39]. In crowdfunding, "investment return expectancy" plays a key role also in the selection process of successful design ideas, reflecting even more markedly since the early stages of design, the importance of respecting “ethical” values. The passage of the Kickstarter platform into a profit-making organization that pursues social well-being has led to an integrated approach to its "work-flow", also in terms of how the impact of expectations is measured over the individual investment project.

In this sense, instruments for internal evaluation in terms of parameters such as widening the audience and increasing the threshold of work opportunities, inclusive actions, pursuit of dynamic environmental objectives, contained in a very high level of transparency structure, have strengthen Kickstarter's ability to compete and penetrate competitively all players involved.

3.1 Kickstarter

Kickstarter is one of the most important crowdfunding companies in the world. From 2009 to 2015, there have been an exponential growth of total amount of successful projects (except for 2016 when there was a slight decrease of 5.84% compared to the previous year), when approximately 10 million people backed up Kickstarter projects, for a total value of $ 3,097,795,580 and a total of 126,414 funded projects [40].

The platform focuses on two types of users, creators and bakers (supporters). In the first case it provides a special section for the insertion of design proposals and a set of tools to foster the correct use of the platform and the formalization of the enterprise idea. The projects are grouped into 15 categories (Arts, Comics, Crafts, Dance, Design, Fashion, Film and Video, Food, Games, Music, Photography, Publishing, Technology and Theater), which can trace project drivers inside connecting areas transversally, according to the thematic goals, classified on the basis of "collections" or "radars". Kickstarter defines a project as something ending with a clear start and end, trying to push creators to make it simple to understand the goal and its purpose, specifying that donations to charitable causes, charities, or overheads are not funded. Defining Projects Kickstarter supports creators through a variety of tools, represented by platform guidelines, and a Help section where creators' roles and responsibilities are outlined. Specifically, the Platform defines the principles for community participation, provide a creator handbook to support planning and provide suggestions for developing the proposal, such as the directions for communication with the baker. Next to these tools, Kickstarter identifies a support system consisting of a Faq section, a campus, and a newsletter service. With Faq, the system wants to transfer basic platform knowledge to users, bakers or creators. The community represents the core of the platform, allows an indirect dialogue with users, by searching for answers already provided in the past, present in the database of the platform, or directly by giving new questions to the community or support team. In this area, it is offered access to profiles of the Kickstarter community team, that is to say all those who have been part of the funding or of the creation of projects. Alongside these forms of awareness, there is a thematic newsletter that allows you to be up-to-date on new projects, novelties and promoted events. In this first phase, the creators will contribute by adding the description of the project, identifying the goal and the purpose, the amount of funding required, and the duration of the campaign. The description of the project follows a communicative approach to transfer trust and credibility to the proposed idea, and uses emotion [36, 38, 41], in a virtual environment where sharing and exchange of information is done through video, photo or textual media, and where creators can talk with their supporters.

Kuppuswam and Bayus [35] define Kickstarter community as "sympathetic to an entrepreneur's plea for help" [....] And "an undefined crowd" where all citizens can be funders and supporters of a project without any geographical restriction. Conversely, presenting projects can be made by individuals resident in 21 states (initially projects could only be submitted by residents in the United States).

In the second case, the platform has a large community of members involved in financing creative ideas [35], which are organized by categories. The approach recalls the "all-or-nothing" form of reward based financing. Information presented to a

possible funder recalls the project's purpose and objectives, highlighting the funding status (and possibly exceeding the limit set by the creator) and the remaining time available for the project campaign. The platform operates in a logic of transparency, in fact it can show the number of supporters for each form of pledge: a pledge without a reward or a pledge with a different level of reward. Finally, to help potential sponsors discover projects, Kickstarter activates a search function that allows cross searches across categories, collections, areas or i.e. to intervene on projects according to the amount financed/supported or the proximity of the deadline.

The passage of the Kickstarter platform into a profit-making organization that pursues social well-being has led to an integrated approach to its "work-flow" also in terms of how the impact of expectations is measured on individual investment projects. In this sense, tools for internal evaluation in terms of parameters such as widening the audience and increasing the threshold of work opportunities, inclusive actions, pursuit of dynamic environmental objectives contained in a very high level of transparency mechanism, reinforce Kickstarter's ability to compete and penetrate all players involved.

Kickstarter introduced its mission to the principles of Benefit corporation, publishing its first impact report in 2014 [42]. The platform is committed to pursuing a profit-driven path, but at the same time leads to a positive value of its actions, giving rise to creative projects that reflect the values of society and support a more creative and equitable world that employs the arts, and combats inequality.

4 B Corp Certification

According to B Lab, the Benefit Corporation is a new form of doing business, built on the simple principle that businesses should impact and serve more than just shareholders - they have an equal responsibility to the community and to the planet. These standards are intended to encourage the application of new business models, innovative for the approach they propose, to reconcile business performance (economically and financially) with respect for social, ethical and environmental responsibility values [43] [44].

The new concept leads towards self-regulation model, in order to allow companies to govern themselves with transparency and re-positively impact on social and environmental well-being. This approach finds its formalization voluntarily in the B Corp certification management system, issued by B Lab (Clark & Vranka, 2013; Wilburn & Wilburn, 2014), a non-profit organization founded in 2006 with the goal of pursuing the diffusion of this type of certification through the establishment of a global business community interested in pursuing social and environmental goals. To encourage the development of a regulatory environment, suitable for legal recognition of enterprises pursuing benefit, B Corp has developed an innovative assessment standard. In order to obtain certification, companies must pass a B-Impact assessment, i.e. an assessment of the impact generated by the pursuit of the purposes for obtaining the certification. By compiling a questionnaire, tailored to the business size, the type of industry, and location, the business will receive a score that varies from a minimum of 80 points (requirement for obtaining the certification) and a maximum of 200 points. An Assessment

Review with the staff of the B Impact Assessment will follow the self-assessment in order to guide the company in a position to improve itself and make appropriate adjustments to achieve a B Impact Score. The company will have to make its assessment credible, making available all the documents supporting the statements made and finally obtain a certification as a result of an audit.

To support and consolidate the impact of social responsibility initiatives, with the same control used by other companies to assess the company's financial risk and their return (i.e. Morningstar ratings), B Lab has set up the Global Impact Investing Rating System (GIIRS), A network-based organization that provides a comprehensive picture of sustainability [46] used to accelerate the impact of the investment. This system bases its work on the application of a set of principles underlying the B Corp Certification, fostering its application and addressing six key features: "Comprehensive", which allows the identification of the social model in which the business operates, "Easy to use", "transparent" in the awarding, "dynamic", which provides for an evaluation update every two years, "independently governed", adaptable to different business and "Comparable", which enables to pursue a benchmarking of companies in the same sector. The GIIRS maintains a general impact assessment framework to employ a standardized methodology, distinguished in five distinct areas of impact, tested on the basis of 120 social and environmental questions: (i) Governments, (ii) Workers; (iii) Community; (iiii) Environment and (iiiii) Customers.

In these areas, the "Impact Business Models" and Metrics are defined to provide a comparison based on an impact assessment of the company's characteristics, size, sectorial affiliation and geographical area of reference.

5 Discussion and implication

B Corp Certification uses, as we have briefly mentioned in the previous paragraph, five major areas for assessing the actions of a company that wishes to be certified according to the proposed standard.

These areas are represented by Governance, Worker, Community, Environment, and they investigate how the Kickstarter platform leads to the ethical principles of certification. Table 1 associates each area of B Corp with Kickstarter initiatives that meet these principles.

Table 1. Ethics between B Corp and Kickstarter (Source: Our elaboration).

Area	B Corp Certification principles	Kickstarter: Transfer of ethics values
Governance	The system of indicators clearly identifies the mission and the traceability (monitoring) of environmental and social performance, the responsibility, control and stakeholder engagement. A Code of Conduct and Behavior, transparent financing, communication with customers and workers.	Communication of the company's mission, Benefit Corporation values and principles. Quantification of the donation, scope, and publication of the data (benefit statement annually). Independent assessments on performance, and statistical data (job, pledge, fund and community). Policy for social welfare of the worker and work environment.
Worker	The fairness of performance. The ability of the organization to maintain the level of staff training, ensuring a level of transferability of skills / knowledge by identifying the degree of worker involvement. Decision-making process. ("sustainable" working conditions and respect for the main values of working life) Trust in the company	Evidence of job positions and companies created. Measure of the economic impact of creators and their community. Incentives for cultural growth Social welfare through space green point. NonMonetary acknowledgments. Demographic data of workers
Community	Supplier integration and customer satisfaction (monitoring). Codes of conduct. Promoting social well-being (inclusion policies and participation), including community services and charitable donations. Access to basic services.	Community engagement and their emotional involvement (Periodic discussion topics). Suggestions and recommendation for projects. Sharing experiences from creators. Control of unfair scientific project and ethical conduct. Failures transparent. Promoting of a free public event. Support to the community through donations of 5% of its post-tax profit towards arts.
Environment	Extending company policies to the environment performance.	Support of the development of environment projects.

	Input factor: reduction of impacts and consumption (i.e. Energy, water and raw materials..). Output factor: emissions and waste (e.g. as well as transport and distribution). Policies and actions to reduce environmental impact (design to solve an environmental issue, renewable resources, waste reduction, environmental culture).	Incentives to use sustainable means. Awareness of local food and drink consumption Efficient lighting tool. Guide to the creators toward environmentally conscious decisions. Shareholders' votes for company engagement.
Customers	The impact that the policies / actions of the companies have on customers. In particular, this section analyzes the assessment of the relationships that the company has with its community, measuring relationships with suppliers, diversity and involvement in the local community. Promotion of public benefit (services or design of goods).	Programming the spreading /stabilization of Excellence. Tools for the compatibility and interchange verification with creators. • Interaction and dissemination. • Tools for the success of the project proposal.

The general picture revealed by these factors highlights the need for the platform to transmit its ethical values and, more generally, to pursue a broader possible dissemination of positive results, its commitment to society, and the effort for all platform users, from creators to bakers to public figures to feel part of a system, a community that contributes to culturally enriching society with its own ideas and innovations. It is the communication of the concept of the ethical value of the platform to the whole community that contributes to increasing its value in terms of credibility, security and confidence in the services offered. Credibility thus becomes a substantial element of crowd capital platforms that increase value in terms of the growth of investors (bakers) and /or donations. Creators are tempted to question themselves, to present their own innovative ideas, or simply bring their own testimonial by using appropriate channels / discussion tools (e.g. TCI, Kickstarter-tips). Maximizing the impact of positive influence lies in the ability to convey these messages. In this sense, the community acts as a catalyst for ideas. Several authors [26], [27], [35], [47] argue that crowdfunding communities are anchored by a wider range of social or ideological values, and therefore the understanding of these values can link the community to a specific project, favoring funding (as a result of promotion and reward campaigns).

Ethical influence in projects is transmitted through review processes where recommendations or suggestions are provided on aspects such as environmentally conscious decisions or actions that will allow to intervene and prevent unfair practices. Projects that are able to interpret B Corp's principles are considered positively by Kickstarter,

while others that do not show alignment are subject to a penalty, which results in requests for revision, suspension, and / or blocking of projects.

The working environment shows, at least as far as it is possible to analyze from documentary analysis, a diversified inclusion system (see for example Mingers [48]), aimed at overcoming diversity barriers (e.g. gender respect). The centrality of the cultural aspect and the ability to increase the knowledge of the worker are at the center of the company's policies and implemented through professional conversion programs (which loop the workers into the organizational system), but above all, it acts as a driving force towards the pursuit of innovative goals. The improvement of social welfare and the push towards social programs in leisure time, thanks to the annual education scholarship, drives the worker to personal growth, motivating people, and indirectly acts on the viral community by strengthening the ethical principles pursued by the platform.

The customer concept, proposed by the certification, merges with the different users of the platform: bakers, creators, and the community (in general). The platform works in the utmost care of the use of tools to accompany the creative idea to the success of the project proposal, according to action programs that increase the impact of the activities (dissemination of excellence) or for interactive listening and dissemination of the excellence of creative projects.

The article suggests implications for the application and study of ethical value to crowdfunding platforms and more generally for the interpretation of community functioning. The paper examines the ways in which ethical values are conveyed by the B Corp certification in the functioning of crowdfunding platforms, but much has to be done about the influence that this factor may have on individual stakeholders. The evidence of this first exploratory study prospects the direct implications on community crowdfunding, users and political decision-makers, as well as on researchers.

5.1 Implications

An implication for platforms is to have a reference model that governs relationships, and the conditioning that can be triggered by individual actors. Our discussion highlights the great capacity of platforms to deliver messages and guide community choices. Having a strong certification tool in this case could support the adoption of shared practices, which tend to standardize and increase the maximum level of interoperability

The role of the community, the transfer of values, and the influence it may have on the choice of the various projects to be supported, clearly appears to be one of the critical factors in the discussion presented. In particular, the implications for the community also reflect the appearance of the social relations of the creators [1], [6], which has an appreciable impact on the success of fundraising campaigns.

The study represents a first reference point for orienting future studies so that the necessary conditions of transparency and ethical respect can be created to guide management to a rational use of platforms. In the case of policy makers, the paper may be a reflection point for addressing the definition of public policies and regulating ethical factors and may help avoid incentivizing certain situations considered to be at high risk, rather favoring the formation of forms of participation from the bottom.

Future studies should clarify the role of ethics and influence, as well as the level of conditioning that can be exercised on individual subjects participating in crowdfunding actions (including platforms). This would extend the perspective of analysis and consider factors that could have an effect on generating positive ethical performance.

6 Conclusion

The paper contributes to enrich literature on the use of crowdfunding and the application of the concept of ethics in sharing activities.

Motivated by research seeking to understand how crowdfunding platforms, in particular Kickstarter, are able to convey the ethical values of B Corp certification, this study offers a first reflection on the application of these concepts but at the same time provides the basis for a deep analysis of the ethical factor, and the prospects for applying B Corp certification. In particular, the work analyzes the different behaviors of Kickstarter regarding the ethical factors in community, governance, workers, customers and the environment.

In accordance with Wilburn K. and Wilburn R. [46] we believe that B Corp certification can contribute to a reasonable development of social benefit, including ethical factors, and profit.

The exploratory nature of the work and the documentary analysis carried out can represent the main limitations of this work, but may propose different implications and reflections to conduct studies on the subject. The ethics factor can be specifically tailored, through the analysis of specific case studies, or through the application of analytical models that consider our findings.

References

1. Frenken, K., Schor, J.: Putting the sharing economy into perspective. Environ. Innov. Soc. Transitions. 23, 3–10 (2017). doi:10.1016/j.eist.2017.01.003
2. Chemmanur, T.J., Yan, A.: A theory of corporate spin-offs. J. financ. econ. 72, 259–290 (2004). doi:10.1016/j.jfineco.2003.05.002
3. Allen, D., Berg, C.: The sharing economy: How over-regulation could destroy an economic revolution. Inst. Public Aff. 5, 24–28 (2014). doi:10.1177/1536504214567860.WINTER
4. Cho, M.J., Woo, C.R., Choi, H.R., Hong, S.G., Lee, K.B., Park, S.J.: Business Model for the Sharing Economy between Enterprises. Adv. Econ. Law Polit. Sci. Bus. 181–189 (2014)
5. Frenken, K., Meelen, T., Arets, M., van de Glind, P.: Smarter regulation for the sharing economy, (2015)
6. Belk, R.: Sharing. J. Consum. Res. 36, 715–734 (2010). doi:10.1086/612649
7. Frenken, K.: Sustainability perspectives on the sharing economy. Environ. Innov. Soc. Transitions. in press, 1–2 (2017). doi:10.1016/j.eist.2017.04.004
8. Snyder, J., Mathers, A., Crooks, V.A.: Fund my treatment!: A call for ethics-focused social science research into the use of crowdfunding for medical care. Soc. Sci. Med.

(2016)
9. Botsman, R., Rogers, R.: What's Mine Is Yours - How Collaborative Consumption is Changing the Way we live. (2010)
10. Schor, J., Wengronowitz, R.: The new sharing economy: enacting the eco-habitus, (2017)
11. Perera, I., Perera, P.A.: Developments and leanings of crowdsourcing industry: Implications of China and India. Ind. Commer. Training. 4. 92–99 (2009)
12. Peng, X., Ali Babar, M., Ebert, C.: Collaborative software development platforms for crowdsourcing. IEEE Software. 31, 30-31 (2014). IEEE Softw. 30–31 (2014)
13. Petrič, G., Petrovčič, A.: Individual and Collective Empowerment in Online Communities: The Mediating Role of Communicative Interaction in Web Forums. Information Society. 30, 184-199 (2014). Inf. Soc. 184–199 (2014)
14. Chung, C.J., Barnett, G.A., Park, H.W.: Inferring international dotcom Web communities by link and content analysis. Qual. Quant. 1117–1133 (2014)
15. Ruggieri A., Mosconi E.M., Poponi S., S.C.: Digital innovation in the job market: an explorative study on cloud working platforms. In: Springer (ed.) Lecture Notes in Information Systems and Organisation. pp. 273–284 (2016)
16. Ruggieri, A., Mosconi, E.M., Poponi, S., Silvestri, C.: Crowdfunding for innovative start up: a case study. In: Agrifoglio, R., Caporarello, L., Magni, M., and Za, S. (eds.) Re-shaping Organizations through Digital and Social Innovation.PROCEEDINGS OFTHE12TH ANNUALCONFERENCE OF ITAIS. pp. 231–242. LUISS University Press - Pola Srl (2016)
17. Sørensen, I.E.: Crowdsourcing and outsourcing: The impact of online funding and distribution on the documentary film industry in the UK. Media, Cult. Soc. 726–743 (2012)
18. Simula, H., Ahola, T.: A network perspective on idea and innovation crowdsourcing in industrial firms. Ind. Mark. Manag. 43, 400–408 (2014). doi:10.1016/j.indmarman.2013.12.008
19. Yin, R.K.: Case Study Research: Design and Methods. Sage Publicaitons, Thousand Oaks, California (2009)
20. Silverman, D.: Qualitative Research: Theory, Method and Practice. Sage Publications Ltd (2008)
21. Silverman, D.: Interpreting qualitative data: A guide to the principles of qualitative research. Sage Publications Ltd (2011)
22. Ruggieri, A., Mosconi, E.M., Braccini, A.M., Poponi, S.: Strategies and Policies to Avoid Digital Divide: The Italian Case in the European Landscape. In: Springer (ed.) From information to Smart Society Environment, Politics and Economics. pp. 221–230 (2013)
23. Poponi, S., Braccini, A.M., Ruggieri, A.: Key Success Factors Positively Affecting Organizational Performance of Academic Spin-Offs. Int. J. Innov. Technol. Manag. 1750026, (2017). doi:https://doi.org/10.1142/S0219877017500262
24. Mosconi, E.M., Silvestri, C., Poponi, S., Braccini, A.M.: Public Policy Innovation in Distance and On-Line Learning: Reflections on the Italian Case. In: Springer, Berlin, H. (ed.) Organizational change and Information Systems - Working and Living Together in new ways. pp. 381–389 (2013)
25. Howell, J.M., Shea, C.M., Higgins, C. a.: Champions of product innovations: defining,

developing, and validating a measure of champion behavior. J. Bus. Ventur. 20, 641–661 (2005). doi:10.1016/j.jbusvent.2004.06.001
26. Gleasure, R., Feller, J.: A rift in the ground: Theorizing the evolution of anchor values in crowdfunding communities through the oculus rift case study. J. Assoc. Inf. Syst. 17, 708–736 (2016)
27. Mollick, E.: The dynamics of crowdfunding: An exploratory study. J. Bus. Ventur. 29, 1–16 (2014). doi:10.1016/j.jbusvent.2013.06.005
28. Hörisch, J.: Crowdfunding for environmental ventures: an empirical analysis of the influence of environmental orientation on the success of crowdfunding initiatives. J. Clean. Prod. (2015). doi:10.1016/j.jclepro.2015.05.046
29. Kraus, S., Richter, C., Brem, A., Cheng, C., Chang, M.: Journal of Innovation Empirical paper campaigns. Suma Negocios. 1, 13–23 (2016). doi:10.1016/j.jik.2016.01.010
30. Hossain, M.: Crowdfunding : Motives , Definitions , Typology and Ethical Challenges. (2017). doi:10.1515/erj-2015-0045
31. Certomà, C., Corsini, F., Rizzi, F.: Crowdsourcing urban sustainability. Data, people and technologies in participatory governance. Futures. 74, 93–106 (2015). doi:10.1016/j.futures.2014.11.006
32. Allison, T.H., Davis, B.C., Short, J.C., Webb, J.W.: Crowdfunding in a prosocial microlending environment: Examining the role of intrinsic versus extrinsic cues. Entrepreneurship Theory and Practice 39.1 (2015): 53-73. Entrep. Theory Pract. 39, 53–73 (2015)
33. Agrawal, A., Catalini, C., Goldfarb, A.: The Geography of Crowdfunding. SSRN Electron. J. (2010). doi:10.2139/ssrn.1692661
34. Cordova, A., Dolci, J., Gianfrate, G.: The Determinants of Crowdfunding Success: Evidence from Technology Projects. Procedia - Soc. Behav. Sci. 181, 115–124 (2015). doi:10.1016/j.sbspro.2015.04.872
35. Kuppuswamy, V., Bayus, B.L.: Crowdfunding creative ideas: The dynamics of project backers in Kickstarter. In: UNC Kenan-Flagler Research Paper No. 2013-15 .Available at SSRN: https://ssrn.com/abstract=2234765 or http://dx.doi.org/10.2139/ssrn.2234765 (2015)
36. Floridi, L.: The Ethics of information. In: Oxford University Press. p. 380 (2013)
37. Habermas, J.: The Theory of Communicative Action vol.1, reason and the rationalization of society. Beacon Press, Boston (1984)
38. Floridi, L.: Information Ethics: On the Philosophical Foundations of Computer Ethics. Ethics Inf. Technol. 1, 33–52 (1999)
39. Freeman, R.: The Politics of Stakeholder Theory: Some Future Directions. Bus. Ethics Q. 4, 409–421 (1994)
40. Kickstarter Stats, https://www.kickstarter.com/help/stats
41. Gomez-Diago, G.: The role of shared emotions in the construction of the Cyberculture: From Cultural Industries to Cultural Actions. The case of Crowdfunding. In: Emotions, Technology, and Social Media. p. 49 (2016)
42. Kickstarter PBC | B Corporation, https://www.bcorporation.net/community/kickstarter-pbc
43. Schaltegger, S., Wagner, M.: Sustainable entrepreneurship and sustainability innovation: Categories and interactions. Bus. Strateg. Environ. 20, 222–237 (2011).

doi:10.1002/bse.682
44. Kurki, S., Wilenius, M.: Organisations and the sixth wave: Are ethics transforming our economies in the coming decades? Futures. 71, 146–158 (2015). doi:10.1016/j.futures.2014.09.001
45. Clark, J.W.H., Vranka, L.: The need and rationale for the benefit corporation: Why it is the legal form that best addresses the needs of social entrepreneurs, investors, and, ultimately, the public." White Paper). (2013)
46. Wilburn, K., Wilburn, R.: The double bottom line: Profit and social benefit. Bus. Horiz. 57, 11–20 (2014). doi:http://dx.doi.org/10.1016/j.bushor.2013.10.001
47. Burtch, G., Ghose, A., Wattal, S.: The Hidden Cost of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment. Manage. Sci. 61, 949–962 (2015). doi:10.1287/mnsc.2014.2069
48. Mingers, J., Walsham, G.: Towards Ethical Information Systems: The Contribution of Discourse Ethics. MIS Q. 34, 833–854 (2010)