

Footwear Design Crowdsourcing Platform Model For Strengthening Of the Competitiveness Of The Footwear Industry

Minje Cho
Dong-A University Research Park
Busan, Korea
mjcho@dau.ac.kr

Seong Pil Choi
Dong-A University Research Park
Busan, Korea
spchio@dau.ac.kr

Hyung Rim Choi
Dong-A University Research Park
Busan, Korea
hrchoi@dau.ac.kr

Byung Kwon Park
Dong-A University Research Park
Busan, Korea
bkpark@dau.ac.kr

Doo Hwan Kim
Dong-A University Research Park
Busan, Korea
kdhblack@donga.ac.kr

Hyun Soo Kim
Dong-A University Research Park
Busan, Korea
hskim@donga.ac.kr

Byung Ha Lee
Dong-A University Research Park
Busan, Korea
kdhblack@donga.ac.kr

Abstract— The volumes of global footwear production and consumption have been steadily increasing. In particular, the income increases of China and Southeast Asian countries have led to the rapid growth of footwear production and consumption in Asia. However, while advanced countries still include footwear business as one of their growth engines, Korea regard it as stagnant or diminishing. However, beyond the category of simple manufacturing, footwear industry involves the integration of highly functional products, parts manufacturing, and marketing business, and includes expertise in the fields of design, materials, and epidemiology. The strengthening of the shoe industry is an important potential driver of the overall economy. The strengthened competitiveness of the footwear industry will play an important role in the overall economic growth. Crowdsourcing is an approach that encourages the participation of specific communities or unspecified masses in a company's production, service, or problem-solving processes to increase efficiency. To this end, this paper suggests the crowdsourcing platform model built through the integration of footwear design and IT for the ultimate enhancement of the competitiveness of the Korean footwear industry. Following this paper, a study about the practical development, application, and active use of such platform needs to be conducted. One limitation of this study is that the platform is yet to be developed or applied. Future research should focus on developing an actual platform and further studies in its application and vitalization.

Index Terms— crowdsourcing, crowdsourcing platform, crowdsourcing model, footwear industry, footwear design