

## 2020 Research Paper Competition

*Managerial recognition as an incentive for innovation platform engagement: A field experiment and interview study at NASA*

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Incentivizing employee engagement with crowd-based innovation mechanisms can be difficult as it often requires a culture shift and extracurricular work effort. We run a field experiment with NASA (N=11,192) to study recognition (managerial vs. peer-based) as an incentive. Our analysis shows that managerial recognition positively impacts engagement with the crowdsourcing platform. Follow-up interviews suggest that (1) managerial recognition works through signaling the platform's legitimacy in a context of uncertainty and offering managerial attention and appreciation; and (2) recognition interacts with workers' job proximity to the organization's mission and can be particularly motivating for workers with distant job functions.