

## **Crowd work as niche-innovation ... and disruptor of the employment relationship-based regime? An analysis based on the multi-level perspective**

Crowd work is a radically new form of employment, which, as it spreads, can challenge the dominant position of work performed in employment relationships. This article includes a literature review on crowd work and examines crowd work in relation to work performed in employment relationships utilising the multi-level perspective originally developed in transition studies. This multi-level perspective is applied in the analysis of the development of alternative paths concerning the relationship between crowd work and employment relationship-based work. Special attention is paid to the de-alignment and re-alignment path, which offers opportunities for crowdworkers to reinforce their own agency through changes. By applying the multi-level perspective, the article brings new theoretical viewpoints and tools to working life research and presents several objects for research and development to support the agency of crowdworkers. At the same time, the article tries to narrow the gap between the conceptual bases of working life research and innovation studies.