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### ONLINE CORPORATE HUB: DESCRIPTION OF PROJECT IDEA

The corporate hubs have been widely recognised by practitioners and policymakers for their ability to boost creativity and collaboration. In general, a corporate hub is a corporate entity created for the uniting inside the company. Although more focused hubs are possible, for example, the corporate innovation hubs [1] or the remote work hubs [2].

Hub is the clear intention of the company to provide a network of active employee and to create a platform for their communication. The hub can be both a virtual and a physical space. In connection with the pandemic, the creation of corporate hubs online has become more relevant. Also, the hub reinforces the corporate culture [3] and forms the internal and external image of the company as modern. The hub lets more flexible structure and takes advantage of this informal configuration. A hub means a basis or anchor, simultaneously it is a platform, an opportunity, a space. Hub is a tool for the company to be a reference group (the social group that solves problems and meets the needs of employees), participation in the hub activities using the space and resources is usually done on a voluntary basis, to take advantage or not to take remains a voluntary option.

The hubs:

1. build collaborative communities with entrepreneurial individuals at the center.
2. attract diverse members with heterogeneous knowledge.
3. facilitate creativity and collaboration in physical and digital space.
4. localize global entrepreneurial culture [4].

Once again, the hub is a kind of space for solving certain goals in a specially designated place. This special place can be virtual, specially created on the basis of any platform with resources to discuss, to share and to find answers. This paper introduces a framework for online hub project. The project goal, the main activities, the impact on key stakeholders are presented. There are many areas of project management concept application, and they can cover almost all areas of human life, including the platform development.

The project idea is to launch an online platform as an instrument for sharing good practices inside the company (online informal hub). It is the right time, the pandemic has accelerated the shift towards a more digital world and triggered changes in online communication.

The goal is to create an online hub aimed at sharing and disseminating. The platform will simultaneously become a tool for networking and finding contacts and answers. Planning and discussion of events will take place through the platform, and the submitted materials (presentations, photos, video, etc.) are to be posted.

All project activities can be divided into two groups:

- 1) Activities connected with launching (or pilot phase)
  - Choosing a platform for hub (community).
  - Developing a launch framework.
  - Attraction key internal stakeholders for the community.
  - Set up community.
  - Begin a soft launch.

But first of all, a platform is an instrument: it handles exchange of information. It is not a goal in itself. There are two big goals that platform contribute to:

- knowledge development – aiming at the exchange of knowledge, experiences and education;
- campaigning – aiming to mobilize employees and to create movements; and production – bundling possible participants in new projects.

Then, sharing information about platform, attracting and self-organisation. Employees do not contribute because they are told to do so, but because they want to themselves. Their contributions are not being controlled, but are being appreciated by the platform community.

Thirdly, a platform needs focus and content.

The pilot phase begins by workshops, where all invited actors will be able to debate and elaborate on the current main issues. This feedback will be categorised into main challenges, which are to be then used as framing for hackathon to create content that directly address the needs of employees. Following the pilot phase, the Hub will continue by testing the content, promoting and organizing events, attracting to close collaboration with target groups and partners.

During the Hub's pilot phase, the aim is to identify employees' needs through a collaborative process. And also to make test drive of the hubs's presence and performance in the company.

The next group of project activities is connected with promoting community. As the hub move forward, it match and network a wide range of actors, so that they can build community, share ideas and resources. Whether the launch of the Hub was successful, the project does not end, efforts are needed to develop and maintain the hub. Three key success factors: leadership (communities), resources (content, technical support, design solutions) and results (success stories). Accordingly, both at the pilot stage and at the development stage, the project is supported by the project team, i.e. groups of people whose job is the hub existence and prosperity. Pilot-phase will take 6 months. As the hub continues to grow, the team should look forward towards embodying the Hub spirit.

It is very important to take into account the interests of all stakeholders and understand who the stakeholders are. It is vital to ensure their active participation before, during and after the launch. The fishbowl technique (managing group discussion about relevant issues) and the informal meetings seems to be rational.

The possible impact on key stakeholders includes:

- 1) management – new model/instrument in the company; promoting information exchange; promoting the exchange of information on best experience; feedback;
- 2) involved employees - a tool for networking and finding contacts and answers.
- 3) employees – fostering creating climate.

The business is moving from linear to networked models, from pipes to intelligent platforms. In pipes a value is produced upstream with centrally employed staff and owned assets and consumed downstream. The platforms create value by orchestrating interactions. Employees can be empowered not only by accessing resources from hub that make is straightforward, but by creating and contributing to their own development, their learning, and the community involvement.

There are plenty of opportunities to create online hubs today. Therefore, in the end, it should be emphasized that their quality, effectiveness and success depend, first of all, on the motivation and desire of employees.

Of course, the paper does not exhaust all of the issues outlined problem. According to our belief, the further tasks should be to determine the success factors and challenges.

#### **References:**

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