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DO CONSUMERS VALUE BLOCKCHAIN-ENABLED SUPPLY CHAINS AND WHAT DOES THIS MEAN TO MANAGERS?

Yanji Duan¹, Qingyun Zhu², Joseph Sarkis³

¹University of North Florida, Jacksonville, FL, USA. ²San Diego State University, San Diego, CA, USA. ³Worcester Polytechnic Institute, Worcester, MA, USA

Abstract

Blockchain is vital for enhancing supply chain transparency and traceability. Our research, employing signaling and behavior theories, conducted three experiments involving consumers and supply chain managers. We aimed to (1) explore the impact of blockchain signals on consumer perception and (2) analyze how this perception acts as a countersignal for managers justifying blockchain adoption. We find that increasing blockchain knowledge provision and blockchain-enabled supply chain transparency can enhance consumer trust and promote purchase intention. Providing managers with consumer insights facilitates informed decisions, underscoring the pivotal role of disruptive technologies, such as blockchain, in creating value for both firms and consumers.

Conference Track

Operations, Logistics and Supply Chain Management