

## Lecture Series of the Research Institute for Supply Chain Management

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Friday, December 6, 2024, 12:30 pm



Building TC, Room TC 4.03  
Welthandelsplatz 1,  
1020 Vienna

### **GIOVANNA CULOT:**

### **BLOCKCHAIN AS A GAME-CHANGER IN SUPPLY CHAIN MANAGEMENT? LESSONS FROM FIRMS ADOPTING, PROFITING, AND ABANDONING THE TECHNOLOGY.**

Initially hailed as a transformative technology for solving long-lived issues in SCM as information sharing and intermediary-related inefficiencies, the blockchain has rapidly lost its appeal in practitioners' conversations and subsequently in the scientific debate. What has happened? Dr. Culot will try to answer this question by reviewing her past research on blockchain technology and sharing insights from ongoing projects. She will discuss key learnings from early adopters, the performance implications of adopting firms, and what can be learned from project failures. In conclusion, the participants will be asked to reflect upon proper research approaches to investigate emerging technologies that can advance academic understanding and guide managerial and policy decisions.

**Giovanna Culot** is an Assistant Professor in Management Engineering at the University of Udine, Italy. Her research interest revolve around digital transformation and emerging technologies (e.g., artificial intelligence, the blockchain) in Operations and Supply Chain Management, with a specific focus on the interplay with sustainability. Her research has been published on leading journals in the field, including the Journal of Supply Chain Management, the International Journal of Operations and Production Management, the International Journal of Production Economics, Technological Forecasting & Social Change, Computers in Industry. She is currently curating a Method series for the Journal of Purchasing and Supply management. She has a prior 10+-year experience in industry and consulting.

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