

Blockchain e os desafios para a cadeia de alimentos: Percepções [

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Analítica

The transparency interest in the relationships and processes of the supply chain ecosystem, promoting credibility and increased trust, in addition to the reduction of transaction costs, are some of the benefits that companies looking for in the advances of blockchain technology (TB) applications. However, studies on the benefits of blockchain for the food chain are still incipient. This paper aims to examine the propensity to implement blockchain and to identify the main contributions to the new perception of digital-age transaction cost theory in the food chain ecosystem. Thus, a case study was conducted with three companies in the food industry, through direct interviews with managers, based on a semi-structured script. However, an in-depth content analysis of two interviews was carried out, considering only the companies that operate with the blockchain technology perspective, obtaining as main results 12 subcategories related to the research constructs, such as Traceability, Transparency, Effective communication, Distributive negotiation, Quality, Cost leadership, Collaborative strategy, Competitive ability, Organizational culture, Adding value, Business and process management and Waste. Our results show that the subcategories 'competitive ability' and 'process and business management' were the main concerns in common among managers. Furthermore, when we analyzed the connection between the subcategories, we noticed a higher interaction between process and business management with competitive capacity, organizational culture, adding value, and waste. Finally, we considered that the applications of blockchain technology are still very related to the perception of traceability and control of products (or services), as it can contribute to the maintenance of processes and more transparent relationships between the chain (actors) and the market, in addition to cost reduction

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