## Prof. Ravishankar Sharma, Ph. D. (Zayed University, Abu Dhabi)

**Naslov predavanja/ Lecture title**: *Blockchain as a Service (BaaS) for Fair-Trade - an Action Design Research Study.*

### Sažetak/ Abstract:

Fairness, accountability and transparency in digital markets are central tenets of good business practices, especially among millennials. Demonstrable commitments to such axioms engender trust, promote positive brand sentiments, and consequently impact revenue generating behavior. For instance, consider a socially aware consumer wishing to make informed choices about the products and services (s)he consumes, such as "fair-trade", "organic" and "environmentally friendly" coffee, cacao or cotton. How does the consumer determine the trustworthiness of the product labels when paying a premium price? For example, the organic or fair-trade produce cost about 50% more than their equivalent in a mainstream grocer. This is typical of the dilemmas that food consumers face at outlets such as grocery stores, cafés, restaurants, or online retailers; myriads of certifications (e.g., "organic," "FT," "non-GMO," "rainforest alliance," "halal,") confront the choice that they have to make. Implicit in that choice is consumers' "trust" in the brands and merchants and expect fairness in apportioning some of the surplus value of premium pricing to the producers. In many cases, there is a trusted third party (TPP) that authoritatively certifies a product by attaching the corresponding label on it, and that regulates the entire supply chain network, from production to commercialization. However, even with a trusted source, many consumers often wonder if they are paying an excessively high price for certification. In this talk, we shall share an agenda to set this right with a blockchain platform that provides "trust-free" assurances of verifiable labeling. Using an Action Design Research methodology, we have specified a research prototype of a Blockchain-enabled Fair-Trade platform with Unified Modelling Language artifacts using four key design principles – i) fairness, ii) accountability, iii) transparency and iv) ethics. We have reason to conjecture that the derived design theory is extendable to other use-cases such as the access to personalized healthcare, public services and monitoring AI-based decision making. The objective is to set the direction for social inclusion as part of CeIDE's (www.ceide.org) aspiration to promote "tech for good."

### Životopis/CV

Ravi is Professor of Information Systems & Technology & Management at Zayed University. Prior to this he held faculty appointments in New Zealand, Singapore and Canada. He had also spent a decade in industry as an ICT consultant with Deutsche Telekom and IBM Global Services. Ravi received his PhD in Management Sciences from the University of Waterloo, Canada and is a Fellow of the IET and Senior Scholar of the AIS. His research interests are in the application of design science methods to use-cases of emerging platforms such as blockchain, big data analytics, and the sharing economy.

More about the Speaker - www.tinyurl.com/ravi-zu or www.linkedin.com/in/ravi-s-sharma.