



UNSW
SYDNEY



Unlocking New Uses for Blockchain

Working with world leading organisations to test and implement use cases for blockchain—a promising technology that can potentially enhance business processes and interoperability.

Competitive advantage

- Pioneers of an impact-first research method that enables academics and practitioners to co-create solutions to business and societal challenges
- The research network has expertise in:
 - Blockchain adoption
 - Blockchain solution design

Impact

- Improving organisational decision making and helping businesses develop well-aligned strategies.

Successful applications

- Blockchain-based integrated rewards program for a large Chinese airlines group

Capabilities and resources

- Interdisciplinary team from Information Systems, Computer Science and Marketing

Our partners

- Berjaya Corporation Berhad

More Information

Professor Shan L Pan

School of Information Systems and
Technology Management

E: shan.pan@unsw.edu.au

UNSW Knowledge Exchange

knowledge.exchange@unsw.edu.au

www.capabilities.unsw.edu.au

+61 (2) 9385 5008