



**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

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