Future Economics and Business Studies

E-ISSN: XXXX-XXXX

ARTICLE

Artificial Intelligence and Emerging Technology Integration: Setting a Research Agenda in Operations Management

Muhamad Asif Maulana Akbar [1], Muhammad Gilang Maulana Azka* [2]

[1] Economics and Business Faculty Universitas Sains Al-Qur'an, Wonosobo, Indonesia,Asif@unsiq.ac.id
[2] Economics and Business Faculty Universitas Sains Al-Qur'an, Wonosobo, Indonesia,Gilangmaulanaazka@unsiq.ac.id

*Correspondence Author: gilangmaulanaazka@unsiq.ac.id

Abstract
Artificial intelligence (AI) has emerged as a key driver behind numerous technological innovations and is increasingly shaping practices in supply chain and operations management. This paper outlines a research agenda that explores how both scholars and practitioners can investigate the adoption of AI-based solutions to enhance supply chain performance. Drawing upon the unified theory of acceptance and use of technology, we propose several avenues for inquiry that emphasize the use of mixed-methods research designs. Given that these technologies remain in an early yet rapidly advancing stage, mixed-methods approaches provide a suitable framework to carefully evaluate their features and to identify pathways that may encourage effective adoption, with particular benefits for operations in mind. Accordingly, we highlight three research directions grounded in the developmental, integrative, and expansion-oriented purposes of mixed-methods studies.

Keywords: artificial intelligence; supply chain management; operations management; technology adoption; mixed-methods research

Academic Editor: Hayley Williams

Received: September 04,2025 | Revised: September 15,2025 | Accepted: October 9,2025 | Published: October 15,2025

Citation: Akbar, M. A. M., & Azka, M. G. M. (2025). *Artificial intelligence and emerging technology integration: Setting a research agenda in operations management. Future Economics and Business Studies, 1(1), 26–33.* https://doi.org/10.3390/xxxxx

1. Introduction

Artificial intelligence (AI) and machine learning have generated significant advances across diverse sectors, including healthcare, finance, transportation, and security. For example, autonomous vehicles employ AI to enable automated navigation, lane changing, and collision avoidance using cameras and sensors. Despite these innovations, unresolved issues remain, particularly related to ethical concerns raised by the opacity of AI decision-making (Wamba-Taguimdje et al., 2020). Within supply chain and operations management, AI is already reshaping functions such as demand forecasting, inventory tracking, and predictive maintenance. The combination of AI with blockchain technologies further

strengthens decision-making through large-scale data analysis, enhancing automation, connectivity, and traceability across supply chain networks (Schuetz & Venkatesh, 2020a; Karakas, Acar, & Kucukaltan, 2021). Since AI depends heavily on data reliability, blockchain provides assurance by securing and validating transactions across distributed nodes (Dwivedi et al., 2021). Equally, the Internet of Things (IoT) supplies vast real-time datasets that enable faster decision-making (Ben-Daya, Hassini, & Bahroun, 2019). Together, these emerging technologies—AI, blockchain, and IoT—are expected to transform production and service operations in fundamental ways (Kumar, Mookerjee, & Shubham, 2018).

Nonetheless, adoption challenges remain. Stakeholders' willingness to embrace such innovations continues to be a critical issue, and research must examine how adoption can be encouraged in supply chain and operations contexts (Akter et al., 2022; Fosso Wamba et al., 2021). Although prior studies provide useful insights, the rapid evolution of these technologies makes it unclear how best to integrate them into organizational settings. The unified theory of acceptance and use of technology (UTAUT) offers a robust foundation for investigating these issues (Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012). Contextualizing such theories not only yields practical guidance but also contributes to theory-building (Hong et al., 2013).

While AI has existed since the 1950s, recent advances in computing power and data availability have unlocked its business potential. Yet, concerns such as model bias and transparency persist (Venkatesh, 2022). Earlier studies have suggested several research directions in AI adoption, including individual, technological, and environmental determinants (Sharma et al., 2022; Venkatesh, 2022). We extend this line of inquiry by focusing on technology characteristics, a determinant widely acknowledged as central to adoption (Zhang & Venkatesh, 2018; Sodhi et al., 2022).

Given the novelty of these technologies, we argue for a mixed-methods research approach, which has been recognized as especially valuable in contexts where limited knowledge exists and predictors must be identified (Venkatesh, Brown, & Bala, 2013). Mixed-methods designs provide richer insights into complex, evolving phenomena than single-method approaches (Golicic & Davis, 2012; Cadden et al., 2021).

In summary, this paper contributes by framing AI alongside other emerging technologies in operations management, applying UTAUT as the theoretical foundation, and advancing a mixed-methods research agenda. Through this perspective, we identify three research directions that can guide both scholars and practitioners in understanding and fostering the adoption of AI and related technologies within operations and supply chains.

2. Materials and Methods

To ground our study, we adopt the Unified Theory of Acceptance and Use of Technology (UTAUT), originally proposed by Venkatesh et al. (2003). This framework synthesizes eight earlier models of technology adoption—including TRA, TAM, TPB, SCT, and DOI—and identifies four primary determinants of behavioral intention and system use: performance expectancy, effort expectancy, social influence, and facilitating conditions. These relationships are moderated by demographic and contextual factors such as gender, age, prior experience, and voluntariness of use (Morris & Venkatesh, 2000; Morris, Venkatesh, & Ackerman, 2005). Owing to its broad scope and proven applicability, UTAUT has been employed across different countries, user groups, and technological domains (Maruping et al., 2017; Chipeva et al., 2018; Martins, Oliveira, & Popovič, 2014).

In addition, we examine the integration of emerging technologies—AI with blockchain and AI with IoT—within supply chain management. Blockchain, a decentralized ledger system, ensures secure, transparent, and tamper-resistant recording of transactions (Wamba & Queiroz, 2020). When paired with AI, blockchain systems enable predictive analytics, improved traceability, error reduction, and automated decision-making (Cammarano et al., 2022; Tian et al., 2022). Similarly, IoT devices generate real-time operational

data that, once processed by AI algorithms, allow for the development of digital twins, predictive maintenance, demand forecasting, and optimized inventory management (Ivanov et al., 2021).

To analyze adoption in this evolving landscape, we propose a mixed-methods design (Venkatesh, Brown, & Bala, 2013). Three complementary purposes guide this approach: (i) developmental studies, where qualitative insights help identify relevant technological features; (ii) completeness studies, which combine quantitative validation with qualitative explanations; and (iii) expansion studies, which use sequential designs to refine adoption strategies and remove barriers. Linking these studies to UTAUT ensures a structured lens through which adoption drivers, feature utilization, and consequent benefits can be assessed.

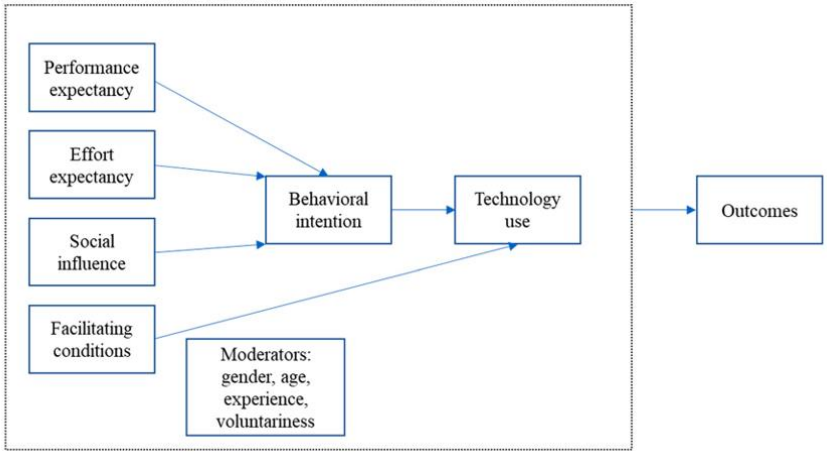

Figure 1. UTAUT

3. Result

The review highlights a range of technological features that showcase the potential of AI integration within supply chains. For blockchain-enabled applications, notable outcomes include enhanced transparency, secure auditing, reliable traceability, and smart contracts that automate key business transactions (Pun, Swaminathan, & Hou, 2021; Wong et al., 2020). The synergy of AI with blockchain further allows machine learning algorithms to detect inefficiencies, forecast demand, improve production quality, and optimize risk management processes (Lohmer & Lasch, 2020).

For AI–IoT applications, the findings point to real-time monitoring, the creation of digital twin models of supply chain networks, and advanced predictive analytics that inform strategies to minimize costs, reduce environmental impacts, and manage risks (Ben-Daya, Hassini, & Bahroun, 2019; Ivanov et al., 2021). Practical implementations, such as IBM's AI modules, demonstrate capabilities in product recalls, demand spike prediction, and cost-efficient logistics planning. These results collectively reveal that the integration of AI with blockchain and IoT significantly enhances decision-making, efficiency, and resilience in supply chain operations.

4. Discussion

Despite the clear benefits, several challenges hinder the widespread adoption of AI-driven technologies. Concerns include reluctance among stakeholders to share sensitive data (Queiroz & Fosso Wamba, 2019), regulatory ambiguities (Mathivathanan et al., 2021), the inherent "black box" effect of AI models, and the high costs of system integration (Sodhi et al., 2022). Such barriers underscore the need for further research into adoption determinants and strategies that can alleviate organizational resistance.

From a theoretical standpoint, UTAUT remains the most comprehensive lens for analyzing adoption behavior, but recent meta-analyses suggest opportunities to refine the model by incorporating new predictors and contextual adaptations (Blut et al., 2022). Mixed-methods research offers an avenue for achieving this, as it provides not only statistical validation but also qualitative explanations and corrective feedback. By sequentially or concurrently combining methodologies, researchers can better capture how features influence adoption, identify unanticipated barriers, and propose targeted interventions.

Ultimately, this research agenda extends prior work by framing AI alongside blockchain and IoT within supply chain management, applying UTAUT as a guiding theory, and advancing a structured mixed-methods pathway. The implications are twofold: for scholars, it enriches the literature on technology adoption in dynamic contexts; for practitioners, it provides actionable guidance on how to integrate emerging technologies to achieve efficiency, transparency, and sustainable outcomes.

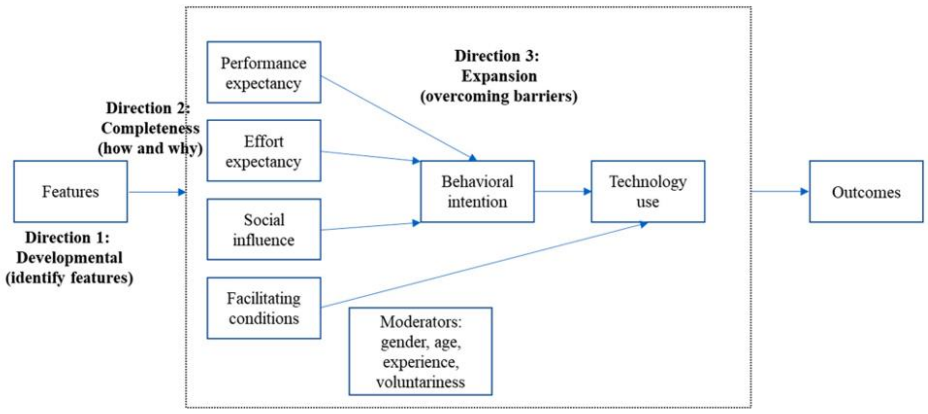

Figure 2. Future directions rooted in UTAUT and mixed-methods research

5. Conclusions

Artificial intelligence (AI)-enabled technologies, such as blockchain-based solutions, are increasingly becoming integral to supply chain operations. Nonetheless, these technologies remain in a developmental phase, and their full potential has yet to be fully realized. This study proposed a research agenda that combines the Unified Theory of Acceptance and Use of Technology (UTAUT) with mixed-methods research, emphasizing three complementary purposes—developmental, completeness, and expansion. Through this integration, we outlined how scholars and practitioners can better examine adoption processes, usage patterns, and the resulting benefits. As these technologies continue to evolve and new functionalities emerge, ongoing research that fuses UTAUT with mixed-methods approaches will be critical to advancing understanding in this domain. Although our examples primarily drew on AI–blockchain integration, the framework presented here is equally applicable to other AI-driven innovations in supply chain and operations management.

From a theoretical standpoint, this work contributes to the information systems and operations management literature by providing one of the earliest comprehensive research agendas addressing AI and emerging technology adoption. Specifically, the proposed directions enhance the UTAUT framework by: (i) expanding the understanding of AI-specific features and their influence on user perceptions, (ii) clarifying how and why these features shape adoption intentions and technology use, and (iii) identifying key enablers and barriers within organizational contexts.

For practitioners, the agenda offers actionable insights into leveraging AI-based technologies in supply chains. By following these three research directions, decision-makers

can gain a clearer view of adoption drivers, anticipate challenges during implementation, and design strategies to mitigate potential obstacles. Ultimately, this dual contribution—advancing theory while offering practical guidance—strengthens the foundation for both academic inquiry and managerial practice in the era of AI-powered operations management.

References

Ajzen, Icek. 1991. "The Theory of Planned Behavior." *Organizational Behavior and Human Decision Processes* 50 (2): 179–211. doi:https://doi.org/10.1016/0749-5978(91)90020-T.

Akter, Shahriar, Katina Michael, Muhammad Rajib Uddin, Grace McCarthy, and Mahfuzur Rahman. 2022. "Transform- ing Business Using Digital Innovations: The Application of AI, Blockchain, Cloud and Data Analytics." *Annals of Opera- tions Research* 308: 7–39. doi:10.1007/s10479-020-03620-w.

Araz, Ozgur M., Tsan Ming Choi, David L. Olson, and F. Sibel Salman. 2020. "Role of Analytics for Operational Risk Man- agement in the Era of Big Data." *Decision Sciences* 51 (6):1320–1346. doi:10.1111/deci.12451.

Battilana, Julie, Metin Sengul, Anne Claire Pache, and Jacob Model. 2015. "Harnessing Productive Tensions in Hybrid Organizations: The Case of Work Integration Social Enter- prises." *Academy of Management Journal* 58 (6): 1658–1685. doi:10.5465/amj.2013.0903.

Ben-Daya, Mohamed, Elkafi Hassini, and Zied Bahroun. 2019. "Internet of Things and Supply Chain Management: A Liter- ature Review." *International Journal of Production Research* 57(15-16): 4719–4742. doi:10.1080/00207543.2017.1402140.

Blut, Markus, Alain Yee Loong Chong, Zayyad Tsigna, and Viswanath Venkatesh. 2022. "Meta-Analysis of the Unified Theory of Acceptance and Use of Technology (UTAUT): Challenging Its Validity and Charting a Research Agenda in the Red Ocean." *Journal of the Association for Information Systems* 23 (1): 13–95. doi:10.17705/1jais.00719.

Cadden, Trevor, Denis Dennehy, Matti Mantymaki, and Ray- mond Treacy. 2021. "Understanding the Influential and Mediating Role of Cultural Enablers of AI Integration to Supply Chain." *International Journal of Production Research* 60 (14): 4592–4620. doi:10.1080/00207543.2021.1946614.

Cammarano, Antonello, Vincenzo Varriale, Francesca Miche- lino, and Mauro Caputo. 2022. "Blockchain as Enabling Fac- tor for Implementing RFID and IoT Technologies in VMI: A Simulation on the Parmigiano Reggiano Supply Chain." *Operations Management Research*. doi:10.1007/s12063-022- 00324-1.

Chan, Frank K. Y., James Y. L. Thong, Susan A. Brown, and Viswanath Venkatesh. 2021. "Service Design and Citizen Satisfaction with E-Government Services: A Multidimen- sional Perspective." *Public Administration Review* 81 (5): 874–894. doi:10.1111/puar.13308.

Chipeva, Petya, Frederico Cruz-Jesus, Tiago Oliveira, and Zahir Irani. 2018. "Digital Divide at Individual Level: Evi- dence for Eastern and Western European Countries." *Gov- ernment Information Quarterly* 35 (3): 460–479. doi:10. 1016/j.giq.2018.06.003.

Compeau, Deborah R, and Christopher A. Higgins. 1995. "Computer Self-Efficacy: Development of a Measure and Initial Test." *MIS Quarterly* 19 (2): 189–211. doi:10.2307/249688.

Davis, Fred D. 1989. "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology." *MIS Quarterly* 13 (3): 319–340. doi:10.2307/249008.

Davis, Fred D., Richard P. Bagozzi, and Paul R. Warshaw. 1992. "Extrinsic and Intrinsic Motivation to Use Computers in the Workplace1." *Journal of Applied Social Psychology* 22 (14): 1111–1132. doi:https://doi.org/10.1111/j.1559-1816.1992. tb00945.x.

Dwivedi, Yogesh K., Laurie Hughes, Elvira Ismagilova, Gert Aarts, Crispin Coombs, Tom Crick, Yanqing Duan, et al. 2021. "Artificial Intelligence (AI): Multidisciplinary Per- spectives on Emerging Challenges, Opportunities, and Agenda for Research, Practice and Policy." *International Journal of Information Management* 57 (April): 101994. doi:10.1016/j.ijinfomgt.2019.08.002.

Fishbein, M., and Icek Ajzen. 1975. Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research. Vol. 27.

Fosso Wamba, Samuel, Ransome Epie Bawack, Cameron Guthrie, Maciel M. Queiroz, and Kevin Daniel André Carillo. 2021. "Are We Preparing for a Good AI Society? A Bibliometric Review and Research Agenda." *Technologi- cal Forecasting and Social Change* 164 (March): 120482. doi:10.1016/j.techfore.2020.120482.

Golicic, Susan L., and Donna F. Davis. 2012. "Implement- ing Mixed Methods Research in Supply Chain Management." *International Journal of Physical Distribution & Logis- tics Management* 42: 726–741. doi:10.1108/09600031211269721.

Goncalves, Gloria, Tiago Oliveira, and Frederico Cruz-Jesus. 2018. "Understanding Individual-Level Digital Divide: Evi- dence of an African Country." *Computers in Human Behavior* 87 (October): 276–291. doi:10.1016/j.chb.2018.05.039.

Hong, Weiyin, Frank K. Y. Chan, James Y. L. Thong, Lewis C. Chasalow, and Gurpreet Dhillon. 2013. "A Framework and Guidelines for Context-Specific Theorizing in Informa- tion Systems Research." *Information Systems Research* 25 (1): 111–136. doi:10.1287/isre.2013.0501.

Ivanov, Dmitry, Christopher S. Tang, Alexandre Dolgui, Daria Battini, and Ajay Das. 2021. "Researchers' Perspectives on Industry 4.0: Multi-Disciplinary Analysis and Opportunities for Operations Management." *Interna- tional Journal of Production Research* 59 (7): 2055–2078. doi:10.1080/00207543.2020.1798035.

Karakas, Serkan, Avni Zafer Acar, and Berk Kucukaltan. 2021. "Blockchain Adoption in Logistics and Supply Chain: A Literature Review and Research Agenda." *International Journal of Production Research*, doi:10.1080/00207543.2021.2012613/FORMAT/EPUB.

Kumar, Subodha, Vijay Mookerjee, and Abhinav Shubham. 2018. "Research in Operations Management and Information Systems Interface." *Production and Operations Manage- ment* 27 (11): 1893–1905. doi:10.1111/poms.12961.

Lohmer, Jacob, and Rainer Lasch. 2020. "Blockchain in Oper- ations Management and Manufacturing: Potential and Bar- riers." *Computers & Industrial Engineering* 149: 106789. doi:10.1016/j.cie.2020.106789.

Martins, Carolina, Tiago Oliveira, and Aleš Popovič. 2014. "Understanding the Internet Banking Adoption: A Unified Theory of Acceptance and Use of Technology and Perceived Risk Application." *International Journal of Information Man- agement* 34 (1): 1–13. doi:10.1016/j.ijinfomgt.2013.06.002.

Maruping, Likoebe M., Hillol Bala, Viswanath Venkatesh, and Susan A. Brown. 2017. "Going Beyond Intention: Integrating Behavioral Expectation Into the Unified Theory of Accep- tance and Use of Technology." *Journal of the Association for Information Science and Technology* 68 (3): 623–637. doi:10.1002/asi.23699.

Mathivathanan, Deepak, K. Mathiyazhagan, Nripendra P. Rana, Sangeeta Khorana, and Yogesh K. Dwivedi. 2021. "Barriers to the Adoption of Blockchain Technology in Business Supply Chains: A Total Interpretive Structural Modelling (TISM) Approach." *International Journal of Production Research* 59 (11): 3338–3359. doi:10.1080/00207543.2020.1868597.

Morris, Michael G., and Viswanath Venkatesh. 2000. "Age Dif- ferences in Technology Adoption Decisions: Implications for a Changing Work Force." *Personnel Psychology* 53 (2): 375–403. doi:10.1111/j.1744-6570.2000.tb00206.x.

Pun, Hubert, Jayashankar M. Swaminathan, and Pengwen Hou. 2021. "Blockchain Adoption for Combating Deceptive Counterfeits." *Production and Operations Management* 30(4): 864–882. doi:10.1111/poms.13348.

Queiroz, Maciel M., and Samuel Fosso Wamba. 2019. "Block chain Adoption Challenges in Supply Chain: An Empirical Investigation of the Main Drivers in India and the USA." *International Journal of Information Management* 46: 70–82. doi:10.1016/j.ijinfomgt.2018.11.021.

Rogers, Everett. 1995. *Diffusion of Innovations, Fourth Edition*. Ann Arbor, MI: Elements of Diffusion.

Roh, Yuji, Geon Heo, and Steven Euijong Whang. 2021. "A Survey on Data Collection for Machine Learning: A Big Data – AI Integration Perspective." *IEEE Transactions on Knowledge and Data Engineering* 33 (4): 1328–1347. doi:10.1109/TKDE.2019.2946162.

Schuetz, Sebastian, and Viswanath Venkatesh. 2020a. "Block chain, Adoption, and Financial Inclusion in India: Research Opportunities." *International Journal of Information Man- agement* 52: 101936. doi:10.1016/j.ijinfomgt.2019.04.009.

Schuetz, Sebastian, and Viswanath Venkatesh. 2020b. "The Rise of Human Machines: How Cognitive Computing Systems Challenge Assumptions of User-System Interaction." *Journal of the Association for Information Systems* 21 (2): 460–482. doi:10.17705/1jais.00608.

Sharma, Rohit, Anjali Shishodia, Angappa Gunasekaran, Hokey Min, and Ziaul Haque Munim. 2022. "The Role of Artificial Intelligence in Supply Chain Management: Mapping the Territory." *International Journal of Production Research* 60 (24): 7527–7550. doi:10.1080/00207543.2022.2029611.

Sodhi, Man Mohan S., Zahra Seyedghorban, Hossein Taherne- jad, and Danny Samson. 2022. "Why Emerging Supply Chain Technologies Initially Disappoint: Blockchain, IoT, and AI." *Production and Operations Management* 31 (6): 2517–2537. doi:10.1111/poms.13694.

Stewart, Greg L., Stacy L. Astrove, Cody J. Reeves, Eean R. Crawford, and Samantha L. Solimeo. 2017. "Those with the Most Find It Hardest to Share: Exploring Leader Resis- tance to the Implementation of Team-Based Empower- ment." *Academy of Management Journal* 60 (6): 2266–2293. doi:10.5465/amj.2015.1173.

Taylor, Shirley, and Peter Todd. 1995. "Assessing IT Usage: The Role of Prior Experience." *MIS Quarterly* 19 (4): 561–570. doi:10.2307/249633.

Tian, Xin, Jiayi Zhu, Xuan Zhao, and Junfeng Wu. 2022. "Improving Operational Efficiency Through Blockchain: Evidence from a Field Experiment in Cross-Border Trade." *Production Planning & Control*. doi:10.1080/09537287.2022. 2058412. *Production Planning & Control*. doi:10.1080/09537287.2022. 2058412.

Tokkozhina, Ulpan, Ana Lucia Martins, and Joao C. Ferreira. 2022. "Uncovering Dimensions of the Impact of Blockchain Technology in Supply Chain Management." *Operations Management Research*. doi:10.1007/s12063-022-00273-9.

Tönnissen, Stefan, and Frank Teuteberg. 2020. "Analysing the Impact of Blockchain-Technology for Operations and Sup- ply Chain Management: An Explanatory Model Drawn from Multiple Case Studies." *International Journal of Information Management* 52: 101953. doi:10.1016/j.ijinfomgt.2019.05.009.

Triandis, H. C. 1977. *Interpersonal Behavior*. Monterey, CA: Brooks/Cole Publishing Company.

Vaithilingam, Santha, Mahendhiran Nair, Mary Macharia, and Viswanath Venkatesh. 2022. "Mobile Communica- tion and Use Behavior of the Urban Poor in a Devel- oping Country: A Field Study in Malaysia." *International Journal of Information Management* 63 (April): 102440. doi:10.1016/j.ijinfomgt.2021.102440.

Venkatesh, Viswanath. 1999. "Creation of Favorable User Per- ceptions: Exploring the Role of Intrinsic Motivation." *MIS Quarterly* 23 (2): 239–260. doi:10.2307/249753.

Venkatesh, Viswanath. 2022. "Adoption and Use of AI Tools: A Research Agenda Grounded in UTAUT." *Annals of Oper- ations Research* 308 (1–2): 641–652. doi:10.1007/s10479-020-03918-9.

Venkatesh, Viswanath, John A. Aloysius, Hartmut Hoehle, and Scot Burton. 2017. "Design and Evaluation of Auto-ID Enabled Shopping Assistance Artifacts in Customers' Mobile Phones: Two Retail Store Laboratory Experiments." *MIS Quarterly* 41 (1): 83–113. doi:10.25300/MISQ/2017/41.1.05.

Venkatesh, Viswanath, and Hillol Bala. 2008. "Technology Acceptance Model 3 and a Research Agenda on Interventions." *Decision Sciences* 39 (2): 273–315. doi:10.1111/j. 1540-5915.2008.00192.x.

Venkatesh, Viswanath, Susan A. Brown, and Hillol Bala. 2013. "Bridging the Qualitative-Quantitative Divide: Guidelines for Conducting Mixed Methods Research in Information Systems." *MIS Quarterly* 37 (1): 21–54. doi:10.25300/MISQ/ 2013/37.1.02.

Venkatesh, Viswanath, Susan A. Brown, and Yulia W. Sul- livan. 2016. "Guidelines for Conducting Mixed-Methods Research: An Extension and Illustration." *Journal of the Association for Information Systems* 17 (7): 435–495. doi:10.17705/1jais.00433.

Venkatesh, Viswanath, and Michael G. Morris. 2000. "Why Don't Men Ever Stop to Ask for Directions? Gender, Social Influence, and Their Role in Technology Accep- tance and Usage Behavior." *MIS Quarterly* 24 (1): 115–136. doi:10.2307/3250981.

Venkatesh, Viswanath, Michael G. Morris, Gordon B. Davis, and Fred D. Davis. 2003. "User Acceptance of Information Technology: Toward a Unified View." *MIS Quarterly* 27 (3): 425–478. doi:10.2307/30036540.

Venkatesh, Viswanath, James Y. L. Thong, and Xin Xu. 2012. "Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology." *MIS Quarterly* 36 (1): 157–178. doi:10.2307/41410412.

Venkatesh, Viswanath, James Y. L. Thong, and Xin Xu. 2016. "Unified Theory of Acceptance and Use of Tech- nology: A Synthesis and the Road Ahead." *Journal of the Association for Information Systems* 17 (5): 328–376. doi:10.17705/1jais.00428.

Wamba-Taguimdje, Serge Lopez, Samuel Fosso Wamba, Jean Robert Kala Kamdjoug, and Chris Emmanuel Tchatchouang Wanko. 2020. "Influence of Artificial Intelligence (AI) on Firm Performance: The Business Value of AI-Based Transformation Projects." *Business Process Management Journal* 26 (7): 1893–1924. doi:10.1108/BPMJ-10-2019-0411.

Wamba, Samuel Fosso, and Maciel M. Queiroz. 2020. "Block chain in the Operations and Supply Chain Management: Benefits, Challenges and Future Research Opportunities." *International Journal of Information Management* 52 (June): 102064. doi:10.1016/j.ijinfomgt.2019.102064.

Wong, Lai Wan, Garry Wei Han Tan, Voon Hsien Lee, Keng Boon Ooi, and Amrik Sohal. 2020. "Unearthing the Determinants of Blockchain Adoption in Supply Chain Manage- ment." *International Journal of Production Research* 58 (7): 2100–2123. doi:10.1080/00207543.2020.1730463.

Zhang, Xiaojun, and Viswanath Venkatesh. 2017. "A Nomo- logical Network of Knowledge Management System Use: Antecedents and Consequences." *MIS Quarterly* 41 (4): 1275–1306. doi:10.25300/MISQ/2017/41.4.12.

Zhang, Xiaojun, and Viswaneth Venkatesh. 2018. "From Design Principles to Impacts: A Theoretical Framework and Research Agenda." *AIS Transactions on Human-Computer Interaction* 10 (2): 105–128. doi:10.17705/1thci.00106.

Zhang, Xiaojun, Viswanath Venkatesh, and Susan A. Brown. 2011. "Designing Collaborative Systems to Enhance Team Performance." *Journal of the Association for Information Sys- tems* 12 (8): 556–584. doi:10.17705/1jais.00273.