Title: Trust, Trustworthiness and Information Sharing in Global Supply Chains.

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Abstract: Forecast information sharing is among the most active business research areas because such information affects fundamental decisions. This presentation will focus on the information-sharing problem in a global supply chain by taking a new perspective that considers the roles of trust and trustworthiness beyond firms’ pecuniary incentives. We combine human-subject experiments with theoretical modeling to investigate and determine when trust is important in forecast information sharing, how it is affected by the supply chain environment, and how it affects operational decisions. By enabling real-time interactions between geographically distant participants in our experimental framework, we also demonstrate how cultural distinctions between China and the U.S. affect trusting behavior and the efficacy of information sharing. Equipped with these observations, we then propose a trust-embedded analytical model that better explains the circumstances in which effective information sharing is possible. We conclude with a discussion on how analytical models and behavioral observations help determine which forecast sharing strategies to adopt depending on key product and market characteristics.

References:
