

Bachelor- / Masterarbeit

Unveiling Digital Organizational Identity: A Study of Its Definition, Role, and Implications in Supply Chain Management

In the dynamics of the digital age, the concept of 'digital identity' becomes increasingly relevant not just for individuals but for organizational entities. Organizations' digital identity can produce credible and verifiable information directly linked to core organizational and product-related facets such as sustainability compliance or sourcing and production processes. In the Supply Chain Management (SCM) discipline, where transparency, accountability, and efficiency are becoming increasingly paramount, an organization's digital identity becomes instrumental by presenting verifiable and explicit information about its operations and processes. An organization's digital identity can set the baseline for increased overall efficacy and trust within the SCM domain.

However, the academic discourse around 'digital organizational identity,' specifically within the SCM context, has remained sparse. The intersections between the broader conversation on digital identities for individuals and the specific nuances of its role and interplay with 'digital organizational identity' for SCM contexts lack substantial exploration.

Addressing these gaps, this thesis call seeks to bring sharper focus to the concept, formation, management, and implications of digital organizational identity specifically applied to SCM scenarios. This investigation aims to answer key questions: What prompts the necessity for a distinct digital identity for organizations within SCM? How does such digital organizational identity diverge from or align with the broader concept of digital identities for individuals? What potential benefits and challenges does this digital organizational identity pose in varied contexts within the SCM domain?

To answer these questions, the research necessitates a thorough review of literature drawn from domains like organizational behavior, information systems, and operations and supply chain management. It must also engage with the existing discourse on digital identity for individuals to find corresponding or contrasting elements for the organizational setting.

Through this rigorous study, the research seeks to contribute a comprehensive definition or framework to comprehend digital organizational identity in the context of SCM. This framework or definition will set the foundational understanding for further specialized investigation.

Empfohlene Einstiegsliteratur:

- Rajeev, A., et al. "Evolution of sustainability in supply chain management: A literature review." *Journal of cleaner production* 162 (2017): 299-314.
- Preukschat, Alex, and Drummond Reed. *Self-sovereign identity*. Manning Publications, 2021.
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- Heeß, Paula, et al. "Enhancing trust in global supply chains: Conceptualizing Digital Product Passports for a low-carbon hydrogen market." *Electronic Markets* 34.1 (2024): 1-20.
- <https://medium.com/evan-network/know-your-supplier-digital-identities-in-the-interconnected-supply-chain-management-a5a2a65f43e8>
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