

ICT Pathways for Consumer-Producer Feedback Loops within the Fair Trade system

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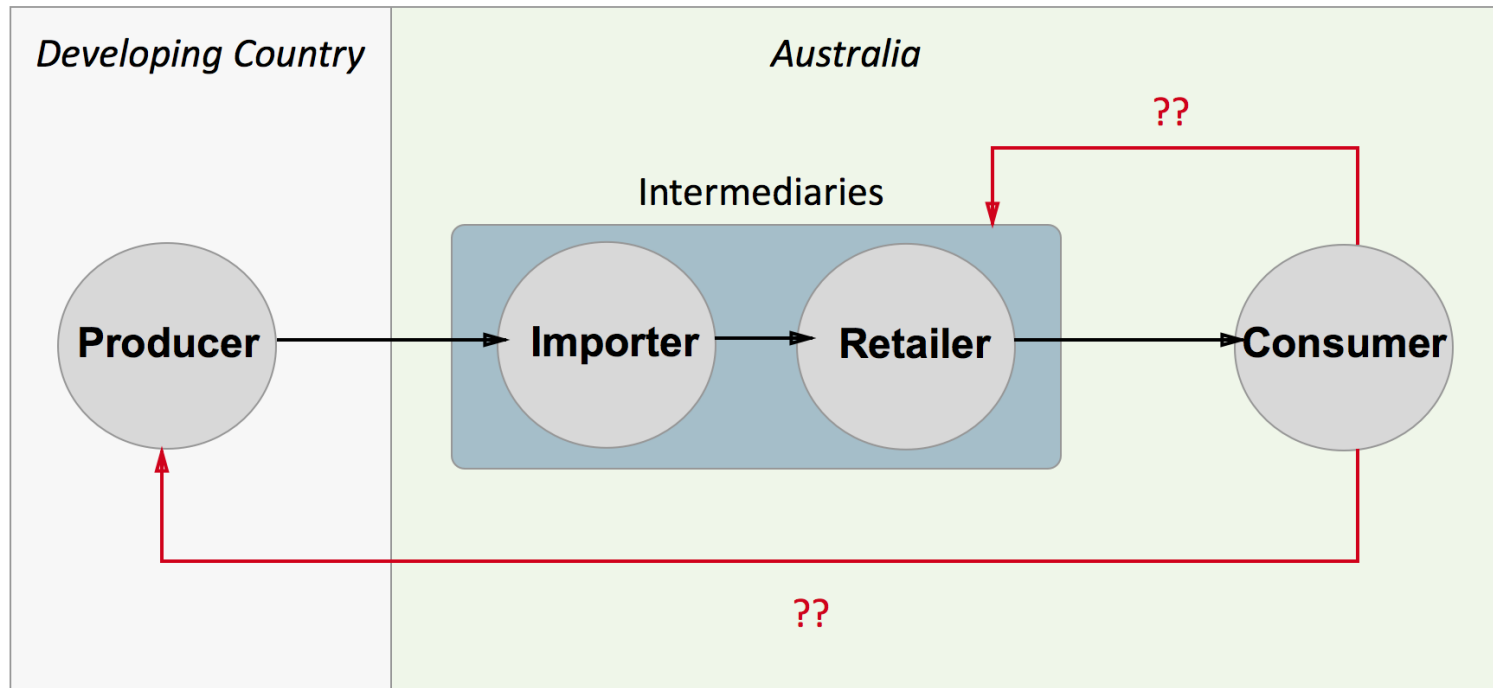
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Presentation Outline

- Project topic and scope
- Research questions
- Motivation
- Literature review & conceptual framework
- Methodology
- Results & discussion
- Conclusions

Project Topic & Scope

Fair Trade Handicraft Supply Chain Information Flows



- *Forward information flows*
- *Reverse feedback loops*

Research Questions

- **How is ICT currently used in fair trade supply chains to facilitate feedback loops? How might ICT be applied in future to improve these information flows?**
 - What types of feedback do consumers currently provide to producers, and what are their motivations for giving feedback?
 - What consumer feedback would producers like to receive, and how would they use this feedback to influence supply chain operations?
 - How is feedback modified, filtered and translated back through the supply chain to producers by intermediaries such as Australian importers?

Motivation

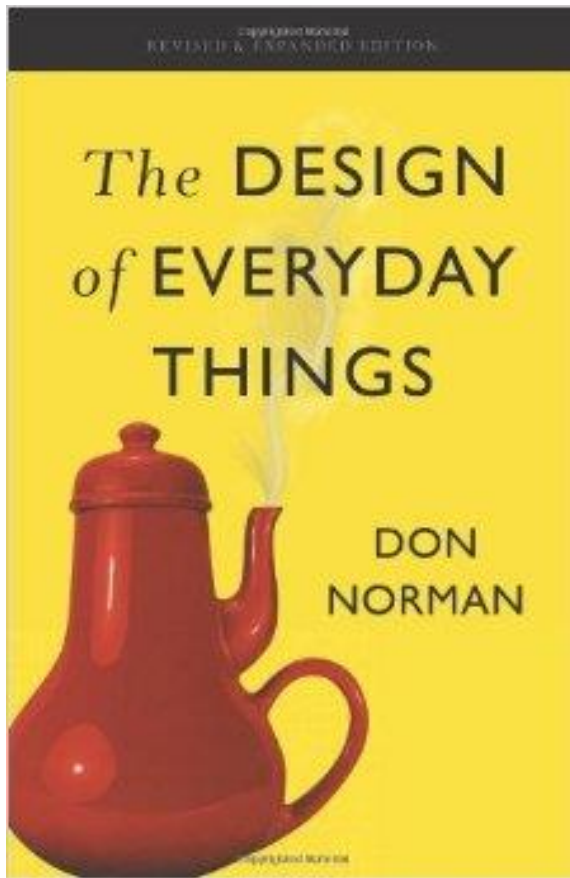


www.youtube.com/watch?v=zEN4hcZutO0

Literature Review

- **Information needs of producers in developing countries**
(Dutta, 2009, Momodu, 2002, Mubin et al., 2015, De Silva et al., 2012)
- **Information flows in fair trade systems**
(Raynolds, 2002, Hudson and Hudson, 2003, Alexander and Nicholls, 2006)
- **Fair trade-related ICT projects** (FANZ 2014, Kundu & Chopra, 2009)

Conceptual Framework



- Feedback loops
- Conceptual models
- Interfaces
- Design thinking

(Spink and Saracevic, 1998, Norman, 2002)

Methodology

- Qualitative approach for “a problem or issue which needs to be explored” (Creswell 2013)
- Grounded theory approach using ethnographic techniques
- Inductive strategy
- Web content analysis and semi-structured interviews with consumers and importers

Results & Discussion

- **Varying conceptual models of feedback systems**
 - Types of feedback provided
 - Motivations for giving feedback
- **Complexity of feedback paths through supply chains**
 - Consumer-to-consumer, consumer-to-importer, importer-to-importer feedback
 - Feedback as a “dialogue”

Results & Discussion (continued)

- **Necessity of intermediaries in feedback loops**
 - Socio-cultural knowledge of importers
 - Resource considerations
 - Producer familiarity
- **Technology as a driver of fair trade feedback**
 - Diverse but fragmented existing ICT usage
 - Suggested applications of new and existing ICT

Conclusions

- **Study design evaluation**
 - Refocusing of research questions
 - Producer involvement as participants
- **ICT implications**
 - Consideration of differing conceptual models and motivations
 - Applicable communication channels for providing producers with business/market intelligence
 - Need to overcome social/technological barriers

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Questions?