



Interreg

North Sea Region

BLING

European Regional Development Fund



EUROPEAN UNION

- Jens Karlsson & Niklas Landsten

- Bsc. in information systems at  
University of Gothenburg

- [guskarjeck@student.gu.se](mailto:guskarjeck@student.gu.se)

- [guslandsni@student.gu.se](mailto:guslandsni@student.gu.se)

Managing expectations  
on blockchain  
technology

16/6-2021



# Background

- Lack of research on BCT and how to make sense of the technology
- RQ:
  - *Why and how PSO engage with BCT?*
  - *What challenges do PSOs face when innovating with BCT? And how can they handle these?*

101010101000101101101010

101001010101010101001010

1010100101010100111000110



# Methodology & theory

- 11 interviews with 12 informants within BLING
- 5 projects, in 4 organizations in 3 countries
- **Theory**
  - **Organizing vision**
    - Interpretation, Legitimation & Mobilization
  - **Mindful innovation**
    - Social systems handle expectations on a technology



# Results

## Interpretation

- *Because of BCT non-flexible nature, mindful behaviours are more important in the early phases of the innovation process.*

0101010101000101101101010  
101001010101010101001010  
01010100101010100111000110



# Results

## Legitimation

- *When PSO innovate with BCT they should armor and prepare themselves for simplified visions produced by external non-experts*

0101010101000101101101010  
101001010101010101001010  
01010100101010100111000110



# Results

## Mobilization

- *When innovating with emerging and innovative technologies (like BCT), organizations must find a way to balance the desire to be perceived as a innovative organization with the purpose of improving a specific process.*





# Discussion and further research

- *How should PSO organize their innovation process when engaging with emerging technologies?*
- *How can PSO balance a specific innovation with alternative objectives, such as showing innovation capacity?*

01010101000101101101010  
101001010101010101001010  
010101001010100111000110



**Interreg**  
North Sea Region  
**BLING**  
European Regional Development Fund



Thank you!!

0101010101000101101101010  
101001010101010101001010  
01010100101010100111000110