Lingnan University 嶺南大學 香港 Hong Kong

Faculty of Business 嶺南大學商學院

HKIBS Hong Kong Institute of Business Studies 香港商學研究所

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Department of Computing & Decision Sciences
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ACADEMIC SEMINAR

Untangling the Impact of Matchmaking Rules on Operational and Financial Performance in B2B Sharing Economy Platforms: A Mixed Methods Approach

Armed with automated matchmaking rules, B2B sharing economy platforms solicit labor from the crowd to fulfill the needs of enterprise clients and generate revenue from repeated orders. To this end, we endeavor to identify focal considerations in the design of matchmaking rules and validate the effectiveness of these considerations in meeting the interests of platforms, clients, and service providers. To identify matchmaking considerations, we interviewed employees of a B2B sharing economy platform for container truck road transportation. Thematic analysis on primary data reveals situational and experiential fit as focal considerations in designing matchmaking rules. Empirical analysis on secondary operational data was conducted to validate the effectiveness of situational and experiential fit on order operational efficiency, platform profitability and truck driver income. Results indicate that experiential fit exerts a predominant effect on order dispatching and execution performance cared by clients but a negative effect on financial performance cared by platform and service providers whereas the role of situational fit in several business processes remains insignificant despite generating more profit per order. Empirical findings not only attest to the instrumental role of experiential fit when developing matchmaking in B2B sharing economy platforms, but they further reveal that striking a balance between situational and experiential fit is dependent on the tradeoff between operational efficiency and financial profits for catering to the interests of different parties on platform.

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Chee-Wee Tan is a Professor at the Department of Digitalization in Copenhagen Business School (CBS), an Honorary Professor of Business Analytics and Digitalization at the Nottingham University Business School China in the University of Nottingham Ningbo China (UNNC), an Adjunct Professor at the School of Business in Monash University, a Distinguished Research Scholar at the Faculty of Business in Lingnan University (LNU), a Guest Professor at the School of Management in the University of Science and Technology of China (USTC), and a Visiting Professorial Fellow at the School of Information Systems and Technology Management in University of New South Wales (UNSW). He received his Ph.D. in Management Information Systems from the University of British Columbia. His research interests focus on design and innovation issues related to digital services. His work has been published in leading peer-reviewed journals such as *MIS Quarterly* (MISQ), *Journal of Operations Management* (JOM), *Information Systems Research* (ISR), *Journal of Management Information Systems* (JMIS), *Journal of the Association for Information Systems* (JAIS), *European Journal of Information Systems* (EJIS), and *Decision Support Systems* (DSS), among others. Apart from his current appointment as a Senior Editor for MISQ, Chee-Wee has served or is currently serving on the editorial boards for *ACM Distributed Ledger Technologies: Research and Practice* (DLT), DSS, EJIS, *Industrial Management & Data Systems* (IMDS), *IEEE Transactions on Engineering Management* (IEEE-TEM), *Information & Management* (I&M), *Information Systems Journal* (ISJ), *Internet Research* (IntR), *Journal for the Association of Information Systems* (JAIS), *Journal of Computer Information Systems* (JCIS), *Journal of Management Analytics* (JMA), and JMIS. Finally, Chee-Wee is the co-director of the joint research center between CBS and the Antai College of Economics and Management (ACEM) in Shanghai Jiao Tong University (SJTU) as well as the Vice President (Designate) of Publications for the Association for Information Systems (AIS).

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*** All are Welcome ***

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