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Understanding Attitudinal Shift of Donors' Altruism Due to Information Transparency Policy.

An experimental study to understand supply side effects of blood wastage.

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Information transparency has been investigated in the organizational literature as offering competitive (Zhou and Zhu 2010), strategic (Granados and Gupta 2013) and performative (Cho, Ryoo and Kim 2017) advantage. However, a little attention is granted in scenarios where it may do more harm than good and rejects "information transparency hypothesis" (all benefit from open sharing) (Zhu 2004). In healthcare, donor awareness interventions and rise of online medical crowdfunding has removed the information asymmetry and made it a convention for donor(s) to evaluate their recipient(s). Blood supply chain faces two critical challenges a) striking an equilibrium between stochastic supply and demand of blood products (Pierskalla 2005) and b) maintaining donor altruism for future donations. Previous studies have built an understanding of blood donation from the vantage point of gift giving, humanitarian or altruistic nature, although donors tend to have admitted that blood donation leads to a sense of self-satisfaction or pride (Condie et al. 1976; Lightman 1982; Piliavin & Charng 1990; Healy 2004). Healy (2000) took an institutional perspective on blood donation to shift focus from individual altruism towards organizational collection capabilities (Healy 2000). I propose to conduct a large-scale experimental study through blood collection drives in which we regulate levels of information transparency and monitoring readmission rate for blood donors. We seek to understand whether increase in organizational information transparency (especially, about wastage) lead to decrease in recurring blood donations? Through this study, I achieve two objectives: (1) understand the role of institutional information transparency in maintaining donor's altruism. (2) guiding policy framework to define tradeoff between information transparency and confidentiality. The findings of the study contribute to literature around the discourse of 'altruism' and help blood banks frame policies for appropriate information disclosure.

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