

A Study on the Influence of WeChat Technology Use and Strategy Alignment on SCM's Performance

Research-in-Progress

Steven Jifan Ren

renjifan@gmail.com,

Associate Professor of Harbin Institute of Technology Shenzhen Graduate School

Caihong Hu

hucaihong2012@gmail.com

Graduate student of Harbin Institute of Technology Shenzhen Graduate School

Ruonan, Li

ruonanli39@gmail.com

Graduate student of Harbin Institute of Technology Shenzhen Graduate School

Abstract

As a new kind of social media, which has been proved to be pivotal tools for marketing and other enterprise strategies, WeChat has changed the way business is conducted and brought new vision for future business. However, research on how the application of WeChat and its impacts on enterprise are rare. This study focused the impact of WeChat usage and its alignment with business strategies and proposed a conceptual model that enterprises' WeChat usage and the technology-governance alignment will improve enterprises' supply chain management performance by enhancing enterprises' supply chain management capabilities. It is believed that proposed model and the developed measurement for enterprise WeChat technology use and technology-governance alignment will contribute to the WeChat and social media research.

Keywords

WeChat technology usage, technology-governance alignment, supply chain management capabilities, supply chain management performance