

## **Kuehne + Nagel's PharmaChain: IoT-Enabled Product Monitoring Using Radio Frequency Identification**

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**Abstract :** This case study features the Kuehne + Nagel PharmaChain solution for 'cold chain' pharmaceutical and biologic product shipments with IOT-enabled features for shipment temperature and location tracking. Using the case study method and content analysis, this research project investigates the application of the structural model of technology theory introduced by Orlikowski in order to interpret the firm's entry and participation in the IOT-impelled marketplace.

**Keywords :** Internet of Things (IOT), radio frequency identification (RFID), structural model of technology (Orlikowski), supply chain management

**Conference Title :** ICMB 2016 : International Conference on Mobile Business

**Conference Location :** Paris, France

**Conference Dates :** November 21-22, 2016