Blockchain Applications in Customer Loyalty Programs - A Systematic Literature Review

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Abstract

This paper presents a systematic review of the literature of 16 research articles, which either presented solutions for or discussed the application of Blockchain in loyalty programs. This review aims to address a gap in the literature by identifying the entities used in literature of Blockchain in loyalty programs. Achieving our aims will bring together fragmented literature to serve as a foundation for research into adoption of Blockchain technology in marketing and other related research. The results of this paper show the presence of different understandings of how and why companies should apply Blockchain technologies in loyalty programs. The work of the author will minimize the risk of wrong conclusions in literature as well as in practice.

Keywords: *customer loyalty program; blockchain in marketing; systematic literature review*

Track: Relationship Marketing