



Understanding the Perceived Risks and Benefits of Cryptocurrency as a Digital Currency and its Impact on Management Decision Making

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ABSTRACT

Cryptocurrencies are a genuinely new advancement in the global realm of money transactions. It rapidly influenced financial market trends and transformed the use of traditional currency, introducing new prospects to financial institutions and business entities. Yet, due to the hazards involved, customers are wary of cryptocurrency. Others, however, are starting to take cryptocurrency's advantages into account, which has led them to progressively accept it as payment. Consequently, the goal of this research is to identify how it would affect the decision-making of business owners or managers through perceived factors, risks, and benefits. A qualitative method was used and described data through thematic analysis. Results indicated that companies could benefit from accepting cryptocurrency. The Philippines lacks an adequate foundation in terms of knowledge and understanding of this type of technology. Considering its nature, it has yet to be entirely considered a form of payment. The study that was done will greatly help company owners by enlightening them about cryptocurrencies. Additionally, it could be utilized by future researchers.

Keywords: Cryptocurrency, Digital Currency, Management Decision Making Process, Perceived Risks, Perceived Benefits, Mode of Payment