

# Index

---

- Abelson, R. 57  
absorptive capacity 24, 26, 28, 29, 148  
acquisitions and mergers 96, 148, 150, 151  
activity theory 23–5  
adaptive trust 175, 179–82  
affect-based trust 14, 64, 70–1, 89  
    *see also* emotion; empathy  
agency, and structure 8–9, 31–5  
agent based computational economics (ACE) 20, 174–82  
agent based computational transaction cost economics (ACTCE) 20  
Albert, M. 130  
Alchian, A. 21, 173  
alliances 96, 148  
alternative customers 164–73, 185  
alternative suppliers 164–73, 186  
altruism 47–9  
    sources of trustworthiness 63–74, 194–5  
    *see also* reciprocity  
anchoring and adjustment 79–80  
Andriessen, Economic Affairs Minister 69  
arbitration 67  
Archer, M.S. 9, 25, 31  
Aristotle 30, 32, 34, 50, 59, 192  
Arrow, K.J. 2  
Arthur, W.B. 180  
Arthur Andersen 138  
aspects of trust 8–10, 49–61, 192–4  
asset specificity 158–9, 177–8, 180–1  
assurance 11, 49  
attribution of trustworthiness 88–9  
authority 64, 66–7, 123, 127–8  
autonomous organizational units 4–5  
availability heuristic 79, 81  
Axelrod, R. 65  
Bacdayan, P. 27  
Bachmann, R. 53, 64, 65, 72, 128  
Baker, W.E. 118  
balance of dependence 125, 205–6  
Barkow, J. 25  
basis of trustworthiness/trust 14, 62–84, 194–6  
Bazerman, M. 78, 79, 80, 143, 144–5  
behaviour 36–8  
behavioural trust 29–30  
    elements of 49–54, 192–3  
    in organizations 54–60, 193  
behavioural uncertainty 164–73  
Benassi, M. 147  
benevolence 51, 52–3, 88, 165, 166  
Berger, J. 2, 88, 156, 157, 158, 160  
bilateral governance 119  
Blau, P.M. 2  
Bleeke, J. 151  
blind trust 6–7, 38, 41, 42–3, 139, 140–1  
Bogenrieder, I. 137  
Booker, L.B. 180  
boundaries of the firm 107–8  
bounded rationality 20–2  
Boyer, R. 128, 129  
Bradach, J.L. 2, 11, 37, 48, 65, 122  
Brass, D.J. 147  
breach of trust 92–4, 197–8  
broadcasting 69  
Broeder, C. den 130, 133  
Brown, J.S. 27, 108  
Buckley, P.J. 2  
Bunker, B.B. 12, 90, 96  
Burt, R.S. 117  
Butler, R. 65  
buyer-supplier relations 130–3  
    empirical testing 156–73, 182–7  
    simulation 173–82

- calculation 5–8, 41–7, 188–91
- calculative trust 7–8, 12–13, 42–7, 90, 188–91
- Camerer, C. 65, 69
- Campbell, D. 22, 30
- car industry 163–73, 184–7
- Casson, M. 2
- causality 29–30, 49–54
  - circular 163–72, 210
  - multiple 30, 34, 50–2, 59
- certainty 39–40
  - see also* uncertainty
- characteristics-based trust 85–7
- Chesbrough, H.W. 108
- Child, J. 12
- Chiles, T.H. 3, 11, 21, 38, 48, 65, 122
- Choo, C.W. 29
- circular causality 163–72, 210
- Coase, R. 22, 174
- codified knowledge 26–7
- coercion 64, 66–7, 123, 127–8
- cognition 23–5, 78, 197
  - see also* knowledge
- cognition-based trust 12–13, 89–90
- cognitive distance 23–9, 107–8, 118–19, 201
- cognitive psychology 23
- Cohen, M.D. 24, 27, 148
- Coleman, J.S. 147
- communication 95–9
- communicative capacity 26, 29
- communicative competence 54
- communities 137–8
- communities of practice 27, 108, 138
- comparative advantage 129, 152
- competence 9, 10, 50, 52–3, 54
  - car industry 165, 166
  - modes of trust production 85, 86, 88
- competition 76
- complements 11–12, 122–6
- complex adaptive systems (CAS) 173–82
- compliments 95–6
- conditional cause 30, 34, 50
- conditional trust 38, 41, 50, 51, 56
- confidence 55–6
  - see also* self-confidence
- Confucianism 128
- constructivist (hermeneutic) view 24, 157
- continuity of relations 161–3
- contracts 66, 86, 87–8, 122–4, 205
  - control of relational risk 112–13, 114, 115–16, 203
  - extensiveness of 158–9
- contractual, multiple innovation system 131–4, 149–52
- contractual trust 10
- control 11–12, 81–2, 98–9
  - sources of trustworthiness 64–5
  - stages of trust development 90, 92
- coordination 58, 59, 107–8
- core competence 109
- Cosmides, L. 23, 25, 26, 77, 78
- credence products 66, 105–6
- criticism 95
- Cronbach's alpha 157, 160–1, 182–4
- 'crude law of social relations' 96, 101, 199
- culture 30–5, 58–9, 144–5
- Cusumano, M.A. 128
- cycle of trust 98, 145, 200
- DAF 69–70
- Damasion, A.R. 23, 78
- Das, T.K. 12, 36, 37, 64
- Dasgupta, P. 6, 38
- Deakin, S. 123
- decision heuristics 79–80, 93, 143
- declarative knowledge 27
- dedicated investments 164–73, 184
- dedication trust 50–1, 52–3, 81
- deep structure 33–5, 126–7
- deepening of trust 92–4, 197–8
- default 43–5, 190
- defection, threshold of 175–9
- dependence 65–6
  - balance of 125, 205–6
  - buyer-supplier relations 157–9, 161–3, 164–73, 184–5
  - risks of 108–9, 201–2, 202–3
- deterrence 11
- Deutsch, M. 2, 6, 19, 28, 37, 65, 72, 79, 88–9, 96, 98, 101, 123, 124, 140–2, 146, 196, 199
- deviant behaviour 46–7, 198

- dishonesty 52, 95, 198–9  
 disposition 36–8  
 Dore, R. 65  
 Duguid, P. 27, 108  
 duration of relationship 164–73  
 Durkheim, E. 64, 65  
 dyadic relations 100–1
- Eccles, R.G. 2, 11, 37, 48, 65, 122  
 economic functions *see* functions of trust  
 economic reciprocity 73–4  
 efficiency 21–2  
 efficient cause 30, 50  
 egotistic sources of trustworthiness 63–74, 194–5  
   *see also* self-interest  
 electrical/electronic components  
   industry 159–63, 182–4  
 embodied realism 24  
 emotion 12, 43, 78–9, 93  
 empathy 12–13, 28, 72, 81, 195  
 empirical testing 15, 17, 156–73, 182–7, 209–10  
 enabling constraints 22–3, 32–3, 34  
 ending of relationships 120–1  
 endowment effect 81  
 entry barriers 129  
 epistemic communities 27, 108, 138  
 Ernst, D. 151  
 errors of trust 139–46, 207–9  
 escalation of commitment 82–3, 97  
 ethics 64, 67–8, 128  
 European Union (EU) 167–72  
 evaluation 24  
 evasion 112, 113–14, 203  
 evolutionary perspective 21  
 evolutionary psychology 25–6, 43, 77–9  
 exclusive innovation systems 130–3, 149–52  
 exemplar trust 50, 51  
 exemplary cause 30, 50  
 exit 99, 195  
 experience products 105–6  
 exploitation 29, 54, 75  
 exploration 29, 54, 75  
 extensiveness of contracts 158–9  
 extrinsic value 2–5
- factor analysis 157–73  
 failures of trust 17, 139–55, 207–9  
   errors of trust 139–46, 207–9  
   innovation systems 146–55, 209  
 Festinger, L. 28  
 final cause 30, 34, 50  
 focal awareness 43  
 focus 29, 30, 32, 75  
 ‘foot in the door’ technique 82–3  
 footloose professionals 60  
 formal cause 30, 34, 50  
 forms of trust 15, 36–61, 191–4  
   definition 36–49  
   objects and aspects of trust 49–61, 192–4  
 foundations of trust 11–15, 62–101, 194–200  
   basis of trust 14, 62–84, 194–6  
   process of trust 14–15, 84–101, 196–200  
 four-place predicate 38, 41  
 framing effects 63–4, 81, 82  
 Frank, R.H. 25, 65, 93  
 Friedman, M. 173  
 friendship 64, 70–1  
 Fuji 125  
 Fujimoto, T. 128  
 Fukuyama, F. 3, 65, 67, 68, 86, 87, 122, 128, 129  
 functions of trust 5, 15–17, 102–38, 200–7  
   governance 103–26, 200–6  
   institutional conditions 126–38, 206–7
- Gabbay, S.M. 17, 146, 147  
 gain frame 63–4, 81, 82  
 Gambetta, D. 6, 38  
 Garfinkel, H. 42  
 Gargiulo, M. 147  
 Garsten, C. 6, 9, 60, 210  
 Gelauff, G.M.M. 130, 133  
 generic innovation systems 129–34, 149–55, 206, 209  
 Germany 130–1, 149–50  
 Giddens, A. 9, 31, 87  
 Gioia, D.A. 57  
 go-betweens *see* intermediaries  
 Goldberg, D.E. 180  
 golden opportunities 46, 77

- goodwill 10
  - see also* benevolence
- gossip 136
- governance 103–26, 200–6
  - empirical testing 156–73
  - instruments for 111–17, 203, 204
- Granovetter, M.S. 65
- Granstrand, O. 29
- Grey, C. 6, 9, 60, 210
- group think 32, 144–5
- guardians of trust *see* intermediaries
- Gulati, R. 2, 6, 12, 14, 38, 113, 122
- gullibility 141
  
- habituation 64, 71, 160–1
  - car industry 164–73, 186
  - see also* routinization
- Hagedoorn, J. 151
- Harris, D. 22, 30
- Hartmann, N. 2
- hedonism 3
- Hegel, G.W.F. 3
- Heide, J.B. 65
- Helper, S. 2, 12, 99, 128, 163
- Hendriks-Jansen, H. 78
- hermeneutic view 24, 157
- Herrigel, G. 128
- heuristics 79–80, 93, 143
- hierarchy
  - integration under 112–13, 114–15, 203
  - social 74
- Hill, C.W.L. 7, 65, 69, 128, 129, 182
- Hirschman, A.O. 19, 99, 195
- hold-up 108–9, 201–2, 202–3
- Holland, J.H. 174, 180
- Hollingsworth, R. 128, 129
- honesty 52, 54, 55, 95, 198–9
- hostages 64, 69–70
  - guardian of 119–20
- hunter-gatherer societies 25–6, 77–8
- Hussein, Saddam 84
  
- identification-based trust 12–13, 90
- incentives for opportunism 48–9, 161–3, 183–4
- inclinations to opportunism 48–9, 203
- incremental innovation 133, 150–2, 206
  
- industrial districts 134, 148
- industry trust 60
- information
  - paradox 37, 39–41
  - process of trust 95–9
  - transfer in buyer-supplier relations 158, 159
  - trust cycle 98, 200
  - see also* knowledge
- information and communication
  - technology (ICT) 4
  - transaction costs and trust 103–8
- informational trust 50, 52, 55
- innovation 108, 121, 204
- innovation systems 129–37, 146–55, 209
  - generic 129–34, 149–55, 206, 209
  - regional 134–7, 206–7
  - third way 149–55
- inscrutability of failure 54
- inscrutability of reference 83
- instinct 43
- institutionalization 160–1
- institutions 30–5, 64–5
  - forms of trust 54–61, 194
  - institutional conditions 126–38, 206–7
  - modes of trust production 85–8
  - structure and variety 126–9
- integration under hierarchy 112–13, 114–15, 203
- intentional trust 9, 50–1
  - modes of trust production 85, 86
  - in organizations 57–9
  - sources of trustworthiness 63–74
- inter-firm relations 128–9, 209–10
  - empirical testing 156–73, 182–7
  - generic innovation systems 129–34
  - simulation 173–82
- intermediaries 66–7, 68, 69, 72, 74, 113
  - roles 114, 117–22, 129, 203–5
- intermediation 67
- Internet 55, 104, 105, 135
- inter-organizational relations 102–38, 200–7
  - governance 103–26, 200–6
  - institutional conditions 126–38, 206–7
- interpretation 24

- interpretative view 24, 157  
intrinsic value 2–5  
Inzerilli, G. 52, 97
- Jacobs, G. 77, 143  
Japan 154, 167–73  
Jarillo, J.C. 2  
Johnson, M. 24, 33, 78  
Johnson, S. 2  
Johnson-Laird, P.N. 44  
Jong, G. de 17, 125, 156, 162, 163, 166,  
167, 169, 172  
justice 82
- Kamath, R.R. 128  
keiretsu 149, 154, 172  
kinship 64, 70–1  
Kirman, A.P. 180  
Klein Woolthuis, R. 11, 12, 17, 95, 122,  
123, 143  
Klos, T. 17, 20, 173, 174, 178  
Knight, F. 5  
Knights, D. 4, 55, 105, 122  
knowledge 4–5, 78  
    and cognitive distance 23–9  
    risk of loss of (spillover) 68, 72,  
    109–11, 119, 149, 202, 203  
    tacit 26–8, 109–11, 118–19, 138  
    transfer of 22–3, 27–8  
    *see also* information  
knowledge-based trust 12–13, 89–90  
Kondratieff cycles 4  
Koopmans, Tj. C. 173  
Krackhardt, D. 100, 117  
Krug, B. 128  
Krugman, P.R. 134
- Laat, P.B. de 119  
Labianca, G. 147  
Lakoff, G. 24, 33, 78  
Lamming, R. 111, 128  
Lane, C. 9, 42, 43, 64, 65, 78, 123, 128  
Lane, D.A. 180  
Langlois, R.N. 108  
Larson, A. 12  
latent variables 156–7  
Lawson, T. 25  
Lazaric, N. 6, 69  
learning 19–20  
    adaptive trust 175, 179–82
- Lee, K. 147  
Leenders, R. 17, 146, 147  
legal sanctions 64, 66–7, 123, 127–8  
Levinthal, D.A. 24, 148  
Lewicki, R.J. 12, 90, 96  
liability, social 146–9  
Liker, J.K. 128  
Likert scales 157, 160–1  
limits of trustworthiness 46–7, 70–1,  
190–1  
Lindenberg, S. 6, 18, 63, 85, 136  
LISREL method 163–73  
Lissoni, F. 27, 108  
locality of trust 134–7, 206–7  
location specificity 109  
locus of control 33  
Lorange, P. 76, 125  
Lorenz, E. 6, 69  
loss frame 81, 82  
Lounamaa, P.H. 80  
loyalty 88  
    buyer-supplier relations 158–9,  
    164–73  
    relational contracting with 114,  
    116  
Luhmann, N. 6, 8, 9, 38, 43, 55, 78
- Macaulay, S. 12, 86, 88, 122, 159  
Macneil, I. 66, 73, 84, 124  
macro sources of trustworthiness 63–6,  
66–8, 71–2, 74, 194  
Maguire, S. 11, 12, 13, 64  
‘make or buy’ decision 180–1  
Malmberg, A. 134  
managerial choice perspective 21–2  
March, J. 57, 80  
Marshall, A. 134, 135  
Maskell, P. 134  
matching algorithms 175–9  
material advantage 64, 68–70  
    *see also* self-interest  
material cause 30, 34, 50  
material trust 50  
Mayer, R.C. 6, 38  
McAllister, D.J. 12, 89, 90  
McMackin, J.F. 3, 11, 21, 38, 48, 65,  
122  
Mead, G.H. 23  
Menkhoff, Th. 128  
mediation 67

- mental basis of trust 14, 62–84, 194–6  
 mental categories 23–4, 26  
 mergers and acquisitions 96, 148, 150, 151  
 Merleau-Ponty, M. 78  
 micro sources of trustworthiness 63–6, 68–72, 74, 194  
 Milgrom, P. 36–7  
 Miller, J.H. 174, 180  
 Miner, A.S. 65  
 Minsky, M. 44  
 Mintzberg, H. 28, 30, 58, 109  
 mistrust 86, 89  
 modelling trust 15, 17, 173–82, 210  
 modes of trust production 85–9, 196–7  
 monitoring 110–11  
 Mowery, D.C. 133  
 multiple causality 30, 34, 50–2, 59  
 multiple relations 130–4, 149–55, 170–3  
 Murakami, Y. 3  
 mutual dependence 125, 205–6  
 myopia 29
- Nelson, R.R. 31, 57  
 networks 4, 147–9, 209  
   instrument of governance 113, 114, 116–17, 203  
 new economy 103–8  
 non-calculative trust 7–8, 42–7, 188–91  
 Nonaka, I. 27  
 Noorderhaven, N.G. 2, 24  
 Nooteboom, B. 2, 3, 4, 7, 14, 15, 17, 18, 20, 23, 25, 26, 28, 29, 30, 32, 33, 35, 40, 41–2, 48, 57, 66, 88, 99, 107, 108, 109, 111, 112, 113, 117, 118, 120–1, 122, 125, 129, 131, 137, 148, 149, 150, 153, 154, 156, 159, 162, 163, 166, 167, 169, 172, 173, 179, 180, 181, 182  
 normative frame 63–4  
 norms, social 64, 67–8, 128  
 North, D.C. 31, 32
- objects of trust 8–10, 49–61, 192–4  
 obligational contracting 112–13, 114, 115, 203  
 Obstfeld, D. 118  
 openness 98, 200  
 buyer-supplier relations 164–73, 186–7  
 opportunism 19, 20, 51, 58  
   factors limiting room for 161–3, 183  
   incentives for 48–9, 161–3, 183–4  
   inclinations toward 48–9, 203  
 opportunities for opportunism 48–9, 112–13, 115, 203  
 optimal outcomes 21–2  
 organizational roles 57, 59  
 organizations 30–5, 54–61, 193  
   basis of trust 75–7, 195–6  
   errors of trust 144–6, 208–9  
   as focusing devices 29, 30, 32, 75  
   personal trust and trust in  
     organizations 8–9, 56–60, 195–6  
     processes 100–1
- Pagden, A. 37  
 Parkhe, A. 12, 14, 65, 122  
 Parsons, T. 9, 33, 64, 65, 85  
 particularistic (micro) sources of trustworthiness 63–6, 68–72, 74, 194  
 partner value 161–3, 164–73, 182, 185–6  
 pathologies of trust 139–46, 207–9  
 Pennings, J.M. 147  
 perceived dependence 157–9, 161–3  
 perception 24  
 performance programmes 57  
 personal trust: and trust in  
   organizations 8–9, 56–60, 195–6  
 Pettit, Ph. 39–40, 47, 94  
 photocopier industry 157–9  
 Piaget, J. 23  
 Polanyi, M. 43, 71, 78  
 Poole, P.P. 57  
 positional governance 113, 203  
 Powell, W.W. 2, 17  
 power 88–9, 139–40, 196–7  
 predictability 6, 9  
 preference rankings 175–9  
 probability 6–7, 38–41, 188–91  
 probability of loss 161–3  
 procedural knowledge 27–8  
 process-based trust 14–15, 20, 84–101, 196–200  
 product differentiation 177, 180–1  
 production and design 105

- professionals, footloose 60  
 prospect theory 81, 82  
 prototype 44  
 psychological sources of trust 77–84  
 Putnam, R.D. 73, 86, 87, 128
- quality 105–6  
 quid pro quo 73, 74  
 Quine, W. 83
- radical innovation 133, 150–2, 206  
 radical uncertainty 5–8, 40–1, 83, 188  
 rational choice 5  
 rationality 12, 78–9  
   bounded 20–2  
 reciprocity 72–4, 77–8, 194  
 recognition, social 3, 68, 71  
 Reed, M.I. 25  
 ‘refuge hypothesis’ of entrepreneurship  
   33  
 regional innovation systems (RIS)  
   134–7, 206–7  
 relational contracting 113, 114,  
   115–16, 203  
 relational, exclusive innovation system  
   130–3, 149–52  
 relational, multiple innovation system  
   152–5  
 relational risk 108–11, 201–3  
 relational signalling 136  
 reliance 11, 49  
 representativeness heuristic 79–80  
 reputation 64, 69, 74, 76, 121  
 revelation problem 119  
 risk 6–7, 38–41  
   relational risk 108–11, 201–3  
 Roberts, J. 36–7  
 Robertson, P.L. 108  
 Rohlen, T.P. 3  
 Roos, J. 76, 125  
 Rosch, E. 44  
 Rosenberg, R.N. 133  
 routines 57  
 routinization 42–3, 64, 71, 160–1, 179,  
   190  
   *see also* habituation
- Sako, M. 2, 6, 10, 12, 37, 48, 89, 98,  
   128, 163  
 Sampat, B.N. 31
- Schakenraad, J. 151  
 Schein, E.H. 32–3, 58  
 schemata 23–4, 26  
 Schumpeterian innovation 133, 150–2,  
   206  
 scripts 57  
 search products 105–6  
 selection 21–2, 69  
 self-blame 81–2  
 self-confidence 56  
   errors of trust 141–4, 146, 208  
 self-interest 68–71, 191–2  
   and altruism 47–9  
   relational contracting with incentives  
     from 114, 115–16  
   *see also* egotistic sources of  
     trustworthiness  
 self-reliance 56  
 self-respect 3  
 self-trust 56  
   lack of and excess of trust 141–4,  
     146, 208
- Shackle, G. 40–1, 188  
 shadow of the future 64, 68–9  
 Shakespeare, W. 2  
 Shank, R. 57  
 Shapiro, S.P. 12, 65, 67, 68, 89, 92, 117,  
   122, 128, 129  
 shared experience 97–8  
 shareholder value 133–4  
 Simmel, G. 42, 78, 100, 117  
 Simon, H.A. 42, 43, 57, 71, 79, 191  
 simulation 15, 17, 173–82, 210  
 situated action 23–5  
 Six, F. 17, 96, 100, 144, 145, 146  
 Smith, A. 2, 68, 71  
 Smith-Doerr, L. 110  
 Smith Ring, P. 57, 72, 89, 145  
 social capital 146–9, 209  
 social hierarchy 74  
 social liability 146–9  
 social norms 64, 67–8, 128  
 social psychology 28–9, 79–84, 143–4  
 social reciprocity 73–4  
 social recognition 3, 68, 71  
 socialization 64–5  
 sources of trustworthiness 47–9, 62,  
   63–72, 194–6  
 specificity of assets 158–9, 177–8,  
   180–1

- Spender, J.C. 60  
 spillover 68, 72, 109–11, 119, 149, 202, 203  
 spontaneous sociability 128  
 stages of trust development 12–13, 89–92, 97, 199–200  
 Stalin, J. 89, 140  
 Stoelhorst, J.W. 147  
 structural holes 117–18  
 structure  
   and agency 8–9, 31–5  
   institutional structure and variety 126–9  
 subjective probability 6–7, 38–41, 188–91  
 subsidiary awareness 43  
 substitutes 11–12, 122–6  
 sunk costs 82  
 supplier-buyer relations *see* buyer-supplier relations  
 surface structure 33–5, 126–7  
 switching costs 161–3, 183  
 Sydow, J. 85, 87, 120  
 symbolic interactionism 23  
 systemic trust 8–9
- tacit knowledge 26–8, 109–11, 118–19, 138  
 Takeuchi, H. 27  
 Teece, D.J. 108  
 Telser, L.G. 65  
 Teng, B.S. 12, 36, 37, 64  
 tertius gaudens 117–18  
 testing, empirical 15, 17, 156–73, 182–7, 209–10  
 Theognis 2  
 third parties *see* intermediaries  
 Thomas, R. 32  
 Thompson J.D. 113, 149  
 Thorbecke, J.R. 2  
 threshold of defection 175–9  
 time 18–20  
 tolerance levels 46–7, 90–2, 190–1  
 Tooby, J. 23, 25, 26, 77, 78  
 transaction cost economics (TCE) 3, 18–23, 180  
   bounded rationality 20–2  
   enabling constraints 22–3  
   ICT and trust 103–8  
   time, learning and 18–20  
   transfer of knowledge 22–3, 27–8  
 triadic relations 100–1  
 trilateral governance 66, 117, 119  
 trust cycle 98, 145, 200  
 trust production, modes of 85–9, 196–7  
 trust-responsiveness 94  
 trustees 8, 10, 38  
 trustors 8, 10, 37–8  
 trustworthiness 8, 12–13, 38, 175  
   attribution 88–9  
   basis of 14, 62–84, 192–4  
   limits to 46–7, 70–1, 190–1  
   sources of 47–9, 62, 63–72, 194–6
- uncertainty  
   behavioural uncertainty in buyer-supplier relations 164–73  
   radical 5–8, 40–1, 83, 188  
 uncertainty avoidance 162–3, 164–73  
 unconditional trust 6–7, 38, 41, 42–3, 139, 140–1  
 United States (US) 85–6, 130–3, 167–73  
 universalistic (macro) sources of trustworthiness 63–6, 66–8, 71–2, 74, 194
- value of partner 161–3, 164–73, 182, 185–6  
 value of trust 2–5  
 values 64, 67–8, 128  
 van de Ven, A. 57, 72, 89, 145  
 Vandeveld, A. 6, 40, 72, 73  
 Veblen, T. 31  
 Venkatraman, N. 12  
 virtual firm 148  
 voice 99, 195  
 Volvo 69–70  
 Vriend, N.J. 180  
 Vygotsky, L.S. 23  
 Verhezen, P. 40
- Walker, W. 132  
 weakness of the will 80  
 Weick, K.F. 29  
 Weigelt, K. 65, 69  
 Whitley, R. 128, 129  
 Wilkinson, F. 123

- Williams, B. 63, 64, 65, 71–2  
Williamson, O.E. 3, 6, 7–8, 13, 42, 66,  
68, 69, 70, 76, 119, 140, 160, 173  
TCE 18–21  
Winter, S. 22, 57  
Wittek, R.P.M. 100, 136, 144  
Wittgenstein, L. 43–4  
Xerox 125  
Zaheer, A. 12  
Zand, D.E. 6, 37, 72, 86, 98, 101, 123,  
124, 145, 159, 200  
Zucker, L.G. 12, 20, 65, 67, 85–6, 87,  
93, 113, 117, 128, 196

