

# Contents

---

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of contributors</i>	x
<i>Preface</i>	xii

## PART ONE CONSUMER TRUST IN ONLINE ENVIRONMENTS

1. Consumer trust in electronic commerce: conceptualization and classification of trust building measures <i>Sonja Grabner-Kräuter and Ewald A. Kaluscha</i>	3
2. The importance of brand trust online <i>Hanna-Kaisa Ellonen, Marianne Horppu, Kirsimarja Blomqvist and Olli Kuivalainen</i>	23
3. Trusting the consumer avatar: an examination of trust and risk factors in electronic and virtual retailing <i>Michael Bourlakis, Savvas Papagiannidis and Helen Fox</i>	40
4. Grey market e-shopping and trust building practices in China <i>Ronan de Kervenoael and D. Selcen O. Aykac</i>	56
5. Effect of gender on trust in online banking: a cross-national comparison <i>Marke Kivijärvi, Tommi Laukkanen and Pedro Cruz</i>	74
6. Online auctions: a review of literature on types of fraud and trust building <i>Fahri Unsal and G. Scott Erickson</i>	91
7. Consumers' views on trust, risk, privacy and security in e-commerce: a qualitative analysis <i>Kyösti Pennanen, Minna-Kristiina Paakki and Taina Kaapu</i>	108

## PART TWO TRUST AND MOBILE MEDIA

8. The mediating effects of privacy and preference management on trust and consumer participation in a mobile marketing initiative: a proposed conceptual model <i>Michael Becker and Michael Hanley</i>	127
---	-----

9.	Assessing the effects of trust on mobile advertising campaigns: the Japanese case <i>Shintaro Okazaki</i>	146
10.	Sources of trust in permission-based mobile marketing: a cross-country comparison <i>Heikki Karjaluo, Chanaka Jayawardhena, Andreas Kuckertz and Teemu Kautonen</i>	165
11.	Interpersonal trust and mobile communication: a social network approach <i>Tom Erik Julsrud and John W. Bakke</i>	182
<b>PART THREE NEW TECHNOLOGIES AND TRUST WITHIN AND BETWEEN ORGANIZATIONS</b>		
12.	Who is on the other side of the screen? The role of trust in virtual teams <i>David W. Birchall, Genoveffa Giambona and John Gill</i>	205
13.	Developing pre-relational trust in technology service providers <i>Malliga Marimuthu and Alison M. Dean</i>	227
14.	Reengineering trust in global information systems <i>Semir Daskapan and Ana Cristina Costa</i>	244
15.	Knowledge management and trust <i>G. Scott Erickson and Helen N. Rothberg</i>	267
16.	The role of uncertainty and trust in the marketing of new technologies <i>Dietmar Roessl, Matthias Fink and Sascha Kraus</i>	282
	<i>Index</i>	297