## Figures

1.1	Elements of trust definitions	6
1.2	Dimensions of trust	10
2.1	The antecedents and consequences of brand trust	29
2.2	The proposed research model	32
2.3	The business impacts of brand trust online	34
3.1	Conceptual model for the types of perceived risk and	
	demographics on online shopping behaviour	44
3.2	Number of items on offer on SLExchange.com in	
	November 2007	50
5.1	Structural model (standardized solution)	80
8.1	Concept for permissions in mobile marketing	134
8.2	Conceptual model	142
9.1	Research model	151
10.1	Conceptual model of the factors affecting the consumer's	
	willingness to participate in mobile marketing	169
11.1	Conceptual model of central types of relations and networks	
	in professional groups and teams	187
11.2	Cognitive trust network	193
11.3	Affective trust network	194
12.1	The factors impacting on trust development in virtual teams	217
14.1	Trust transition model	249