

Preface

The body of academic literature on trust has expanded enormously over the past years and, in particular in the social sciences, trust has become a key concept in dealing with contingencies, uncertainty and the imponderables of people's attitudes and behaviour. At the same time, new technologies, including management information systems, the Internet and mobile communication technologies, have transformed many aspects of modern business management and marketing. It seems only natural that recent studies have begun to address the role of trust in the particular context of new technologies. Indeed, trust has been attributed a paramount role in this context, for example in reducing the perceived risk of Internet and mobile transactions and in facilitating long-term customer relationships. Even though significant advances have been made in understanding the role of trust in applying new technologies in business, the knowledge base is scattered and thus lacks transparency.

The idea behind this book was to collect a versatile sample of research articles that address and illuminate the different roles that trust plays in the context of new technologies and their business applications. The book consists of 16 chapters divided into three thematic sections. Part one contains seven chapters that address trust issues related to consumer marketing in online environments. The topic is addressed from a whole range of angles, including conceptual treatises of consumer trust in online environments, trust building in online auctions, online brand building, online banking, virtual identities and retailing, and grey market e-shopping in the growing Chinese market. Part two comprises four papers devoted to the very much under-researched topic of trust in mobile media. Here, the topics include the effects of trust on mobile advertising campaigns, the impact of trust and privacy, as well as different sources of trust, on the consumer's willingness to participate in mobile marketing initiatives in different countries, and the implications for interpersonal trust of the use of mobile communication technologies in distributed work teams. Part three focuses on the application of new technologies and its consequences on trust in relations within and between organizations. The five chapters in this section deal with such diverse issues as the role of trust in virtual teams and knowledge management, the development of pre-relational trust in technology service providers, how trust works in the information systems of globally operating

business enterprises, and the role that trust and uncertainty play in the introduction of new technologies in the market.

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