

# 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.

Before letting you delve into the actual content of the book, we would like to express our gratitude to a whole number of people without whom this book could not have been realized. First of all, we would like to thank the contributors for their hard work, expertise and enthusiasm in writing the chapters. In addition to the usual editorial review, all chapters have been reviewed by at least one external referee in a double-blind process. The contributors, the editors and you as readers have certainly benefited from the commitment of these people, without whom this extensive and fruitful feedback process would not have been possible (in alphabetical order): Maria Antikainen (VTT, the Technical Research Centre of Finland), Kirsimarja Blomqvist (Lappeenranta University of Technology, Finland), Astrid Dickinger (MODUL University Vienna, Austria), G. Scott Erickson (Ithaca College, USA), Chanaka Jayawardhena (Loughborough University, UK), Marko Kohtamäki (University of Vaasa, Finland), Andreas Kuckertz (University of Duisburg-Essen, Germany), Tommi Laukkanen (University of Joensuu, Finland), Guido Möllering (Max Planck Institute for the Study of Societies, Germany), Seppo Pahlila (University of Oulu, Finland), Jari Salo (University of Oulu, Finland), Craig Standing (Edith Cowan University, Australia), Kasia Zdunczyk (University of Newcastle upon Tyne, UK) and Roxanne Zolin (Queensland University of Technology, Australia). Further, we owe a bow to Andrew Mulley at BEH, for his rigorous work on proofreading each and every chapter and thereby enhancing the readability of the book. Finally, we are grateful to Ben Booth, Francine O'Sullivan and Jenny Wilcox at Edward Elgar Publishing for their help and commitment in making this book reality.

Teemu Kautonen  
Heikki Karjaluoto  
Vaasa and Jyväskylä

