Index

Adams, C. and S. Lloyd 245
Adidas, mobile promotional campaigns 146, 150
Adler, P. 291
advertising
and brand trust 150–51, 152, 155–61, 170
interactive 148–9
mobile marketing see mobile marketing
Aeppel, T. 273
Ahuja, M. and K. Carley 188
Aiken, K. and D. Boush 18
Airwide Solutions study, mobile marketing 129
Al-Khatib, J. and S. Vitell 70
Aladwani, A. 74
Albers-Miller, N. 62
Alchian, A. and S. Woodward 284
Alper, S. 207
Amazon 93, 95, 98
see also online auctions
Ambler, T. and C. Styles 24
Amit, R. and C. Zott 33
Anckar, B. and D. D’Incau 165
Andaleeb, S. 229
Andersen, P. 228
Anderson, E. and B. Weitz 42
Anderson, J. and J. Narus 41, 230
Anderson, N. and M. West 254
Anderson, R. and S. Srinivasan 28, 30
Andersson, A. and J. Nilsson 148
Antony, S. 97
Auh, S. 231
Australia, GIS (Geographic Information Systems) study 233–9
Avlonitis, G. and N. Panagopoulos 229
Aykac, D. Selcen O. 56–73

Ba, S. 77, 93, 94, 166
Bachmann, R. 167
Bahmanziari, T. 227, 229, 230, 231, 232, 238
Bakke, John W. 182–201
Bakker, M. 270, 271
Ball, D. 228, 232
Ballantine, P. 59
Barber, B. 210
Barber, K. and J. Kim 246
Barnes, S. and E. Scornavacca 130, 132, 133, 135, 166
Baron, R. and D. Kenny 159
Barwise, P. and C. Strong 147, 155, 165, 166
Bauer, H. 127, 141, 165, 168
Becerra, M. and A. Gupta 210
Becker, Michael 127–45
Belanger, F. 112
Belasco, J. and R. Sayer 275
Belk, R. 62
Bergkamp, L. 112
Berry, L. 31
Beth, T. 258
Better Business Bureau OnLine (BBBOnLine) 100
Bettman, J. 132, 133
Bhatanagar, A. 59
Bhattacherjee, A. 4, 8
Bialaszewski, D. and M. Giallourakis 232
Bidault, F. and J. Jarillo 41
Birchall, David W. 205–26
Bird, R. 256
BizRate 100–101
Blau, P. 230
Blaze, M. 256
Blomqvist, Kirsimarja 4, 13, 23–39, 42, 43, 109, 170
Bloom, P. 140
Bontis, N. 268
Boon, S. and J. Holmes 184, 185
Bourlakis, Michael 40–55
Bradach, J. and R. Eccles 184

Teemu Kautonen and Heikki Karjaluoto - 9781848445086
Downloaded from Elgar Online at 01/09/2019 04:11:19AM
via free access
Index

Bradley, L. and K. Stewart 229
brand trust
and advertising 150–51, 152, 155–61, 170
book and CD stores, consumer
loyalty 31–2
and competition 35
consumer acceptance of online
services 31
and consumer commitment 27, 151
consumer online involvement
(communities) 30, 31–2, 33, 60
definition 24–7
and e-loyalty 28–30, 31, 32–3, 149,
151
‘halo effect’ 28
identity and experience, dislocation
between 149
and mobile marketing 149–50, 153,
160
network effects 33
and new products 27, 30–31
online 23–39, 59
and premium prices 27
product-plus approach 24
and quality 28
reliability and security 27, 115, 118
and reputation 27
research model 30–33
research results 33–35
and risk, perceived 27, 31
and sponsorship 35
word-of-mouth (WOM) loyalty 33
see also e-commerce
Brehm, J. and S. 69
Brown, J. and J. Morgan 102, 103
Brown, J.S. and P. Duguid 268
Bruce, N. 102
Buckley, P. and M. Casson 252
Buckley, R. 130
Burroughs, R. and R. Sabherwal 59–60
Burt, R. and M. Knez 185, 189
Busacca, B. and S. Castaldo 25, 27, 30,
31
Byron, E. 130, 131

Cameron, D. and A. Galloway 93
Carr, C. 277
Carson, S. 287
Cascio, W. 208, 211, 214

Castaldo, S. 25, 27, 30, 31
Catterall, M. and P. Maclaran 33
Centeno, C. 74
Chan, A. 62
Chan-Olmsted, S. 24, 31
Chang, M. 58, 63
Chau, P. 9, 15, 16
Chaudhuri, A. and M. Holbrook 23,
24–7, 31
Chellappa, R. 18, 139
Cheung, Ch. and M. Lee 3, 4, 15, 76,
78, 89, 108, 112
Chiles, T. and J. McMackin 271
China
brand consciousness 67–8
consumer decision-making styles
62–3, 69–70
consumer risk assessment 65
economic development, effect of 63
grey market products 57, 64, 66, 67,
68, 69
Internet use 56, 66
online community involvement 66
research methodology 64–5
research results 65–7
security concerns 59
traditional culture, effect of 63,
69–70
trust building practices 56–73, 62–3,
64, 65–6, 68
Ching, H. and P. Ellis 229
Choi, B. and H. Lee 268, 270, 271
Chowdhury, H. 130
Chung, J.-E. 230, 231
Clarke III, I. and M. Owens 61
Clegg, C. 210
Cohen, S. and C. Gibson 208, 209
Coleman, J. 60
Collins, C. and K. Smith 271, 272
Comer, J. 231, 232
Cooritore, C. 16
Corbitt, B. 31
Corman, S. and C. Scott 186
Costa, Ana Cristina 244–66
Coulter, K. and R. 228, 230, 231
Cousins, P. 41
Cox, D. and S. Rich 110, 120
Creed, W. and R. Miles 166, 253
Crisp, C. and S. Jarvenpaa 212, 221
Cronin, J. 231
Cruz, Pedro 74–90
Cummings, J. and R. Cross 188
Cummings, L. and P. Bromiley 171, 250
Curry, S. 96
Daft, R. and R. Lengel 236
Danaher, P. 28
Das, T. and B. Teng 212
Dasgupta, P. 251
Daskapan, Semir 244–66
Davenport, T. 272, 273, 274
Davies, S. 111
Davis, F. 150
Dayal, S. 3
de Ruyter, K. 15, 16
Dean, Alison M. 227–43
Deeter-Schmelz, D. 229
Degeratu, A. 28, 30
Deighton, J. 137–9
Dekimpe, M. 120
Delgado-Ballester, E. and J. MunueraAlemán 23, 24, 25, 26, 27, 32, 35, 151
DeSanctis, G. and P. Monge 212
Dick, A. and K. Basu 32
Dickinger, A. 165
Dirks, K. and D. Ferrin 184, 245
Doddson, M. 252
Doney, P. 8, 27, 167
Doney, P. and J. Cannon 5, 76, 77, 78, 89, 228, 229, 231
Donovan, R. and J. Rossiter 69
Dove, mobile promotional campaigns 146
Dowling, G. and R. Staelin 111
Driscoll, J. 210
Drucker, P. 267
Duarte, D. and N. Tennant-Snyder 208, 209, 212, 217, 218
Duncan, T. and S. Moriarty 235
Dwyer, R.F. 27, 41, 42, 232
e-commerce
and anonymity 7–8
and brand trust  see brand trust
business models 91–2
and confidentiality 112, 118
and consumer characteristics 58–61
consumer online involvement
(communities) 30, 31–2, 33, 60, 61, 65, 149
consumer trust in 1–22, 149
cooperation and trust 14
costs and benefits, personal
assessment of 12
customer motivation 61
customer satisfaction and trust 59
delivery expectations 45–6, 52
electronic grocery environment
(Tesco), UK 43–6, 52–3
encryption techniques 99
future growth 91
and gender 77
grey market products  see grey
market products
impersonal trust 11
information sourcing 69–70, 112
innovatory/rare products, appeal of 61, 65
and interactive advertising 148–9
interpersonal trust 10–11
knowledge-based trust 12
offline experiences, building on 60–61
online auctions  see online auctions
opt-out choice 133
as percentage of total sales 91
and product characteristics 58–9
quality issues 59–60, 69
and registration 115
regulation of 149
and risk assessment 13, 67, 110–11, 114–16
Second Life  see Second Life
security concerns 43, 44–5, 46,
50–51, 58–9, 60, 111–12, 116–18, 119
shopping experience, development of 45–6, 52–3, 60
‘trust building’ constructs 44–5, 230
trust seals 99–101
virus concerns 119
and website perceptions 12, 44–5, 58–9, 99–100
see also mobile marketing; online
banking
e-commerce, consumers’ views on trust
108–23
foreign vendors 118–19
privacy perception 111–12, 116–18
research methods 112–13
research results 114–19
risk perception 110–11, 114–16
security perception 111–12, 118–19
trust concepts 109–10

e-trust see online trust

Eagle, L. 58
Eastin, M. 149
eBay 92–3, 97, 98, 100, 101, 102–4
see also online auctions
Edvinsson, L. and M. Malone 268
Egbert, A. 222
Einwiller, S. and M. Will 4
Ekici, A. and R. Sohi 230, 231
Elley, Y. 256
Ellonen, Hanna-Kaisa 23–39
Erickson, B. 185
Erickson, G. Scott 91–107, 267–81
Esch, F.-R. 26, 27
EU
mobile phone use 182
privacy protection Directive 170
Facchetti, A. 165
Fan, J. and J. Xiao 62
Farris, G. 251
Ferrary, M. 5
Fink, Matthias 282–95
Finland
mobile marketing and trust 171–8
online banking, trust and gender
78–84, 89–90
Fish, T. 127–8
Fishbein, M. and I. Ajzen 150
Fladnitzer, M. 13, 14
Flavián, C. 32
Fleischer, C. and B. Bensoussan 269
Fletcher, K. 140
Fosso, T. 271
Forrester Research study, mobile marketing 129
Forsythe, S. and B. Shi 43, 44, 120
Fournier, S. 151
Fox, Helen 40–55
Friman, M. 232, 238
Fukukawa, K. 62
Fukuyama, F. 5, 56, 185, 230
Funk, M. and I. Ayres 137–8
Furnell, S. 120
future research
dispositional trust and technical systems 9
e-commerce websites and trust building 14
mobile advertising campaigns and trust 161
mobile marketing initiatives 142
online auction fraud 94
online banking 85
online brand trust 28, 35–6
online shopping in China 63
online trust and psychological risk 120, 121
online trust, qualitative research 121
pre-relational trust in service providers 239
trust and culture 85
trust dimensions and ICT 198
virtual teams 224
Gambetta, D. 5, 13, 167, 184
Ganesan, S. 5, 166, 167, 171
Garbarino, E. 31, 75, 77, 109
Gauntt, J. 129
Gaver, W. 182
Gelb, B. and S. Sundaram 102
Germany
mobile marketing and trust 171–8
mobile phone use 165
Gerrard, P. and J. Cunningham 76
Geyskens, I. 5, 229
Giambona, Genoveffa 205–26
Gibson, C. and J. Manuel 207, 208, 213, 221
Giddens, A. 186
Gill, John 205–26
Gillespie, N. 171
global information systems
computer-to-computer trust 258–61
cultural differences 248
human-to-computer trust 254–8
inter-organizational trust collaboration 251–3, 262, 263
interoperability problems 248, 249
and interpersonal trust 248, 249, 250–51, 252, 255, 262
organization-to-human interactions 253–4
organizational flexibility 254
PORs (Point of Trust References) 255–7, 262–3
reliability, checking 248, 249
transitional model of trust 248–50, 262
trust intermediaries 248
trust regeneration 244–66
trust and trust domains, defining 245–8
see also technology service providers; virtual teams
Godin, S. 133
Gommans, M. 28–30, 31
Gong, W. 56, 63
Goodall Powers, J. 6
Gordon, G. and D. Schoenbachler 166
Gounaris, S. 229, 230, 231
Grabner-Kräuter, Sonja 1–22, 60, 99
Graeff, T. and S. Harmon 111
Granovetter, M. 10
Hagel, J. and A. Armstrong 30
Handy, C. 205, 215, 245
Hanley, Michael 127–45
Hann, H.-H. 138
Hansen, M. 268, 273, 274, 275
Hardin, R. 10
Hartmann, P. and V. Ibañez 26, 27
Harvin, R. 28, 30
Hays, T. 58
Haythornthwaite, C. and B. Wellman 198
Held, V. 230
Hernandez, J. 28
Hess, J. 151
Hinds, P. 188, 205
Hiu, A. 62
Ho, S. and S. Kwok 166
Hodgman, W. 130
Hoffman, D. 60, 76, 98, 149, 166
Hogarth, R. 132
Holland, J. and S. Baker 33, 35
Horppu, Marianne 23–39
Hosmer, L. 5, 245
Hoyt, B. 208, 222
Hu, X. 97
Huang, J.-H. 61
Hurley, R. 139, 140
Inkpen, A. and S. Currall 5
interpersonal trust 10–11, 110, 168
affective dimension 184, 185, 189, 191, 192–3, 194, 197
cognitive dimension 184, 185, 189, 191, 192, 193, 197
and global information systems 248, 249, 250–51, 252, 255, 262
and ICT in work situations 183–7
interaction and time 184–5
and trustee information 185
Ishaya, T. and L. Macaulay 209, 210
Izquierdo, C. and J. Cillian 230, 231
Jablin, F. 235
James, H. 14
Japan
brand attitudes 150–51
interactive advertising, trust in 148–50
mobile advertising campaigns 146–64
mobile advertising, trust in 146–64
trust in mobile advertising, research model 151–5
trust in mobile advertising, research results 155–61
Jayawardhena, Chanaka 165–81
Jevons, C. and M. Gabbott 150, 230, 231
Johansen, S. and M. Selart 184
Johnson, D. and K. Grayson 230, 231, 238
Johnson, E. 133
Jones, J. and L. Vijayasarathy 43, 46
Julsrud, Tom Erik 182–201
Jun, M. and S. Cai 76, 77
Kaapu, Taina 108–23
Kaas, K. 283, 284, 286, 289, 290
Kadefors, A. 250
Kadushin, C. 186, 191
Kaiser, R. 92
Kaluscha, Ewald A. 1–22, 60
Kanawattanachai, P. and Y. Yoo 197
Karjaluoto, H. and T. Alatalo 148
Karjaluoto, Heikki 75; 77, 84, 165–81
Karnell, J. 130, 131
Katz, J. 182, 191
Kautonen, Teemu 60, 165–81
Kavassalis, P. 131, 141, 165
Kawasaki, G. 288
Kayworth, T. and D. Leidner 207, 209, 211, 222
Keat, T. and A. Mohan 229, 232
Keen, P. 23
Kennedy, M. 231
Kervenoael, Ronan de 56–73
Kiesler, S. 222
Kim, D. and I. Benbasat 151
Kim, H.-W. 3, 12, 14, 16
Kim, K. and B. Prabhakar 15, 74, 76, 78
Kim, M. and J. Ahn 99
Kini, A. and J. Choobineh 245–6
Kirin MC Danon Waters Co. (Volvic) 150
Kirkman, B. 206, 220, 221
Kivijärvi, Marke 74–90
Kleinaltenkamp, M. 288, 289, 290, 292
knowledge management background 267–70
and communication 270
and competitive advantage 267
competitive capital 269
and competitive intelligence (CI) 269–70, 276–8
human capital 268
individual to organization 272–5
knowledge protection 269
and motivation 273
and network sharing 269, 270–71, 278
organization to individual 275–7
organization to organization 277–8
personal knowledge surrender 273–4
personal knowledge surrender, dangers of 274
and power 274–5
relational capital 268–9
resource identification systems 268
and reward systems 274
and social capital 270–71
and technology (virtual relationships) 271–2, 275, 276
and trust 270–79
Koch, L. 168
Koehn, D. 61
Kolsaker, A. and C. Payne 77, 84
Korgaonkar, P. and L. Wolin 84
Koskinen, I. 130
Kotler, P. 24
Koufaris, M. and W. Hampton-Sosa 3, 15, 16, 77, 78, 89
Krackhardt, D. 189, 192
Kramer, R. 245
Kraus, Sascha 282–95
Krick, S. 111
Kuckertz, Andreas 165–81
Kuivalainen, Olli 23–39
Lane, K. and I. St Maurice 63
Lapierre, J. 231
Lau, G. and S. Lee 23, 25, 27, 31
Laukkkanen, Tommi 74–90
Law, K. and C.-S. 13
Lee, B.-C. 16
Lee, H. 229, 268, 270, 271
Lee, M. 4, 76, 78, 89, 108, 112
and E. Turban 3, 11, 15, 43, 45, 46, 108
Lee, S. and M. Littrell 59, 60
LeGris, P. 227
Leppäniemi, M. 127, 141, 165, 166
Lewicki, R. 229
and B. Bunker 5, 12, 185, 210, 254
Lewis, D. and A. Weigart 8, 168, 184, 210, 211, 250
Lewis, S. 165
Li, D. 230
Li, F. 56, 63
Li, F. and P. Miniard 169–70
Liao, Z. and M. Cheung 74, 76, 78, 89
Licoppe, C. and Z. Smoreda 182
Liebermann, Y. and S. Stashevsky 110
Liebeskind, J. 269, 276
Ligas, M. 227
Lin, H. and Y. Wang 148, 151
Lin, N. 185
Ling, R. 182
Lipnack, J. and J. Stamps 205, 207, 209
Littler, D. and D. Melanthiou 74
Liu, C. 111
Liu, C. and K. Arnett 75, 76, 77, 78, 89
Loudon, D. and A. Della Bitta 120
Loyle, D. 138
Lu, F. 150
Luhmann, N. 6, 8, 13, 169, 288, 291
Luo, X. 98
Lurey, J. and M. Raisinghani 205
Ma, Q. and L. Liu 227
Macaulay, S. 287
Macneil, I. 287
MacKenzie, S. and R. Lutz 13, 150, 151, 152
Mahmood, M. 60
Maltz, E. 235
Marrimuthu, Malliga 227–43
Marriott, L. 129
Marsh, S. 258
Marshall, R. 271
Marti, S. 260
Massey, A. 208
Matson, E. 272
Mayer, R. 5, 7, 8, 11, 13, 14, 56, 108, 110, 111, 167, 184, 210, 211, 212, 246
Maznevski, M. and K. Chudoba 207, 208
McAlexander, J. 30, 33
McAllister, D. 8, 184, 189, 250
McColle, P. 78, 89
McDonald's 149–50
McEvily, B. 184
McGovern, G. 23, 28
McGrath, J. and A. Hollingshead 212–13, 216, 223
McKnight, D.H. 3, 5, 9, 11, 30, 57, 62, 108, 185, 229, 231
and N. Chervany 6, 8, 9, 12, 14, 30, 110, 166
McLuhan, M. and Q. Fiore 129
McRobb, S. and S. Rogerson 111
McWilliam, G. 33
Merisavo, M. and M. Raulas 32
Merrilees, B. and M.-L. Fry 60, 108
metaverses see Second Life
Metzger, M. 3, 16
Meyerson, D. 185, 197, 209
Miles, R. and C. Snow 184
Milne, G. and M.-E. Boza 139
Mishra, A. 210
Mitchell, A. 139
Miyazaki, A. and A. Fernandez 59
mobile communication networks
Delta research, Norway 188–98
and interpersonal trust 182–201
and interpersonal trust, research methodology 188–90
‘narrow-band communication’ 196–8
trust, interaction and time 184–5
and trust relations 194–5
see also technology service providers
mobile marketing
Airwide Solutions study 129
attitude towards advertising, mediation of 159–60
brand attitudes and advertising 150–51, 152, 155–61, 170
brand awareness and customer loyalty 27, 149–50, 151
and brand trust 149–50, 153, 160
company experiences and trust 168, 175–6
conceptual model 141–2
consumer access and control 138–9, 149, 174
and consumer choice 132–4, 142, 166
counterpart and trust 127–45, 146–7, 170–71
counterpart profiling 127–8
and data service use 130, 147
definition 128–9
emotion-focused coping 132, 133
Forrester Research study 129
high-involvement product 153, 154
i-mode 148, 149, 150
information ownership 138–9
institutional regulation 132, 170, 176
institutional trust 168–9
Japan see Japan
literature 165, 166, 167, 168
low-involvement product 153, 154
marketers and trust failure 140
and media presence of company 169–70, 176, 177–8
MMA (Mobile Marketing Association) and institutional regulation 170
MMA study 130, 131, 137
and mobile dependency 130
opt-in schemes for age-sensitive programmes 134–5
opt-in schemes, and automatic renewal process 135–6
opt-in schemes and multi-brand companies 133–4
opt-out, and automatic renewal process 135–6
overview 128–31
permission-based, trust in 165–81
permission-based, trust in , research methods 171–2
permission-based, trust in, research results 172–6
privacy concerns 128, 130–39, 142, 166–7
privacy and preferences management policy notice 136–7
privacy and preferences management 132–9, 142
privacy and trust 139–41
research areas 147–8
ring tones and screen savers, ordering 173, 174
risk tolerance and trust 139
SkyGo study 130
and technology uncertainty 141
trust in mobile advertising, research model 151–5
trust in mobile advertising, research results 155–61
trust and social influences 168, 176
trust sources 167–71, 174–6
unique qualities 130
value policy 137–8, 148, 149–50, 153
see also e-commerce
Monge, P. 185, 212
Moorman, C. 5, 41, 229, 230, 232
Morgan, R. and S. Hunt 5, 10, 27, 41, 74, 171, 228, 229, 232
Moriarty, R. and T. Kosnik 283
Morris, J. and D. Mobeg 248
Mukherjee, A. and P. Nath 76
Muncy, J. and S. Vitell 61–2
Muniz, A. and T. O’Guinn 30, 33
Muttilainen, V. 111, 112
Mylonopoulos, N. and G. Doukidis 149
Nah, F. 139
Nahapiet, J. and S. Ghoshal 185, 270
Nelson, R. and S. Winter 168
networks, mobile communication see mobile communication networks
networks, social
affective trust 184, 185, 189, 191, 192–3, 194, 197
cognitive trust 184, 185, 186–7, 189, 191, 192, 193, 197
density measurement 191–2
and formal organizational networks, difference between 186
interaction-based relations 187, 188
and knowledge management 269, 270–71, 278
mediated 193–4
research methodology 188–90
and structuration theory 186
trust and reciprocity 252
trust zones, local and distant 197–8
Nicholson, C. 229, 231
Nielsen, B. 272
online banking
  bank and service channel as separate objects of trust 75–7
  confidentiality concerns 76, 81
  consumer trust, determinants of 75–8, 81
  information sourcing 76–7, 81
  marketing strategies and trust 84
  research methodology and results 78–84
  security concerns 76–84, 114, 118
  trust and gender 77–90
  website content, importance of 77
online marketing see e-commerce
online trust
  brand trust see brand trust online
  consumer security fears and lost revenue 23
  context characteristics 7–8, 14
  and customer testimonials 15, 17, 60
  definitions 5–6, 10–11
  development of 11–12
  guarantee policies 17–18
  information policies 15, 16
  literature 43–6, 110
  managerial recommendations to enhance 14–18
  and metaverses see Second Life
  privacy policy and data security 16
  reputation policies 16–17, 47–8
  research implications 13–14
  and search support 15
  system-dependent uncertainty 7
  and technology infrastructure 11
  transaction cost reduction 60
  and website professionalism 15–16, 44–5, 59, 60, 99–100
Organ, D. 254
Orlander, C. and C. Sehlin 232
Overholt, A. 207, 222
P&G 150, 153
Paakki, Minna-Kristiina 108–23
Palmer, A. and D. Bejou 9
Papagiannidis, Savvas 40–55
Parasuraman, A. 230
Pardo, F. 84
Park, J. and S. Yang 140
Park, J.-K. 98
Parker, D. 112
Passi, M. 23
Pauleen, D. and P. Yoong 211, 214, 215
Pavlou, P. 3, 18, 76, 78, 89, 99
PayPal 97, 101
see also online auctions
Payton, F. and D. Zahay 231, 232, 238
Pennanen, Kyösti 108–23
Phelps, J. 133
Piccoli, G. and B. Ives 211, 214
Picot, A. 283
Pitta, D. and D. Fowler 33
Polanyi, M. 268
Porter, C. 30
Portugal, online banking, trust and gender 78–84, 89–90
Pousttchi, K. and M. Schurig 74
Powell, A. 205
Powell, W. 251, 252, 254, 257
Privacy International, investigation of online auction sites 95
Purdy, G. 127
Quelch, J. and L. Klein 31
Raghuram, S. 214
Raiser, M. 169
Ranganathan, C. and S. Ganapthy 59
Rathmell, J. 285
Ratnasingam, P. 232, 238
Reast, J. 25, 27, 28, 31
Reichheld, F. and P. Schefter 103
Reiter, M. and S. Stubblebine 258
Rempel, J. 210
Rettie, R. 141, 147, 165
Ribbink, D. 23, 31–2, 35
Ridings, C. 31
Riegelsberger, J. 3, 9
Ring, P. and A. Van de Ven 41, 184
Roberts, M. 45
Robinson, L. 229
Roessl, Dietmar 282–95
Roman, S. 230
Romanik, J. and S. Bogomolova 26
Rosenberg, J. 84
Rothberg, Helen N. 267–81
Rotter, J. 5, 8, 110, 251
Rousseau, D. 5, 7, 8, 12, 183, 210
Rousseau, M. 244, 246, 250, 254
Roussos, G. 130
Rowley, J. 43, 45, 46
Rubin, P. and T. Leonard 112
Rushton, A. and D. Carson 283, 289
Russell, J. 69
Sääksjärvi, M. and S. Samiee 23
Sabre Inc. Study, virtual teams 220
Sadeh, N. 149
Sako, M. 56, 166, 167
Salzman, M. 28
Sawhney, M. and J. Zabin 232
Scheuch, F. 285
Schillewaert, N. 229
Schmitz, G. 288, 289
Schneider, G. 59
Schuman, E. 23
Scott, J. 185
Second Life
ease of use 51–2
number of items on offer 50
price and risk factors 49
product availability and delivery 52
security issues 49–51
transacting in 48–53
transaction speed 51
trust in 42, 46–8
Selnes, F. 9, 151, 232
Semeijn, J. 35
Sennett, R. 186
Shang, R.–A. 33
Shankar, V. 11, 112
Shapiro, C. and H. Varian 33
Shapiro, S. 169
Shaw, R. 252, 254
Shen, Z. and K. Siau 139, 166
Sheppard, B. and D. Sherman 251
Shi, J. 258
Shiu, E. and J. Dawson 77
Shneiderman, B. 31
Siegel, C. 102
Singh, J. and D. Sirdeshmukh 227, 231
Siponen, M. and H. Oinas-Kukkonen 120
Sirdeshmukh, D. 74, 227, 231
Six, F. 166
Sjöberg, L. 120
SkyGo study, mobile marketing 130
Skype 103
SLEexchange.com 49, 51–2
see also Second Life
Smith, H. 111
Index

Smith, J. and W. Barclay 246, 250
Smith, P. 232
social networks see networks, social
Sparrowe, R. 188
Spiller, L. and M. Baier 146
Spreitzer, G. and A. Mishra 210
Spremann, K. 4, 15, 286
Sproles, G. and E. Kendall 62
Sproull, L. and S. Kiesler 222
Srinivasan, S. 28, 30, 33
Steiner, J. 256
Sternquist, B. 63
Stewart, K. 213, 229
Stothers, C. 58
Stough, S. 205
Strader, T. and S. Ramaswami 94, 99
Subias, M. 84
Suh, B. and I. Han 56, 74, 85, 231, 232, 238
Sultan, F. and A. Rohm 146, 149, 150, 165
Swilley, E. and C. Hofacker 130
Sydow, J. 252
Sztopmka, P. 168, 169
Tai, S. 62
Taiwan, mobile advertising 148
Tan, F. and P. Sutherland 109, 110
Tan, Y.-H. and W. Thoen 110
technology marketing
and concreteness 283
and innovation 283
and management strategies 292
and reputation development 291, 292–3
and service contract problems 284
and transaction object-based uncertainties 283–5, 290
and transaction relation-based uncertainties 285–7, 290
uncertainty and trust in 282–94
and uniqueness 283
technology service providers
communication and trust 232–3
communication media and trust 234–5
communication quality and trust 235–6
confidentiality 237, 238
customer service 237, 238
debate about 230
definitions 229–30
GIS (Geographic Information Systems), Australia 233–9
literature review 229–33
offer-related trust 231
person-related trust 231
pre-relational trust development 227–43
promotional strategy planning 238–9
and reputation 231, 237, 238
research model 233–4
research results 234–9
technology adoption and trust 231–2, 236–9
see also global information services; mobile communication networks
Teece, D. 270
Teo, T. 63
Tesco 43–6, 52–3
Tetlock, P. 132
Thomas, J. and C. Peters 61
Thorbjornsen, H. and M. Supphellen 33, 35
Tilly, C. 184
Tolle, E. 291
Torrington, D. 206, 209
Townsend, A. 205, 222
Trappey III, R. and A. Woodside 148
Travis, D. 33
trust
affective 184, 185, 189, 191, 192–3, 194, 197
brand trust see brand trust
calculus-based 12
cognitive 184, 185, 186–7, 189, 191, 192, 193, 197
conceptualizing 42–3, 246
and confidence, distinction between 13
and cooperation, distinction between 13–14
definitions 6–7, 8–11, 13, 14, 41, 60, 109–10, 139, 183, 210, 229, 245–8
dispositional 8–9, 110, 184
e-commerce see e-commerce
and future behaviour 42
global information services see global information services
incremental 42
and innovation 210, 254
institutional 62, 110, 115, 168, 253
interpersonal see interpersonal trust
and knowledge management see knowledge management
and leadership 210
literature on 41–3, 109–10, 166, 168, 169
local and distant zones 197–8
and mobile communication see mobile communication
networks; mobile marketing networks see networks
online see online auctions; online banking; online trust outcomes 41–2
and past experience 60–61, 149, 168, 175–6
phases of 12
propensity to 251
psychological reactance theory 69
pyramid of 168
and reliance, difference between 13
seals 99–101
and self-reference 42–3
stimulus organism response (SOR) model 68
technological see technology marketing; technology service providers
time determinant 139–40
trusted party characteristics 9–11, 167–8
trustor properties 8–9, 167–8
and virtual teams see virtual teams
TRUSTe 100
Trusted Shops certificate 17–18
Tsai, W. 271
Tsang, M. 148
Tschirky, H. 282
Tsiakis, T. and G. Stephanides 76
Turban, E. 59, 93
Tversky, A. and E. Shafir 132
uBid 98, 100–101
see also online auctions
UK
electronic grocery environment (Tesco) 43–6, 52–3
mobile marketing 129, 166
mobile marketing and trust 171–8
mobile phone use 130
online auction sites, most successful 98
Privacy International investigation of online auction sites 95
product availability and delivery 52
Ulijn, J. 208
United States
mobile marketing 129
mobile marketing, opt-out renewal notifications 136
mobile phone use 127, 130
online auction sites, most successful 98
online purchases 91
Unsal, Fahri 91–107
Urban, G. 77, 78, 89
Vainio, A. 270
Van den Poel, D. and J. Leunis 59
Vansina, L. 253
Vara, V. 278
VeriSign 100
Victor, B. and C. Stephens 205
virtual teams
action teams 219, 220
autonomy in 216, 218, 219
basic attributes 207, 209
behaviour control mechanisms, failure of 211–12
behavioural and conceptual tasks, different handling of 213
behavioural development 221
and client trust 215, 218
collaboration and trust 212, 213, 214, 216
and communication 211–12, 213, 216, 218, 220, 221–3
communication and CMC
(Computer Mediated Communication Systems) 221–2
communication with parent organization 218, 221–3
conflict resolution 216
culture-based differences 208, 215
definition of 206–7, 208
distinctiveness 206–9
electronic communication reliance 207, 208, 213
and geographical dispersion 207, 208
and globalization 205, 207
innovative solutions 212, 218
and knowledge management 271–2, 275, 276
as knowledge work teams 207, 219
language problems 208, 215
management of outcomes 214
management teams 218, 219
managerial implications 205, 216, 220–221, 222–3
member selection 220
membership fluidity 218
membership stability 220–221
networked teams 218, 219
and organizational flexibility 207–8
and organizational identification 214–15, 216
parallel teams 218, 219
parent organization, contact with 218, 221–3
performance evaluation 220
physical barriers 210
problem-solving approaches 223
production teams 218, 219
project development teams 218, 219, 222
reward systems 214, 216
risk factors 212, 218
Sabre Inc. study 220
self-management of 207, 216
service teams 218, 219
and task achievements 212, 215, 216, 218
team charter 221
team size 220
team spirit building 221
temporary lifespan 208, 216
training and support 214, 215, 220, 221, 222, 223
trust development 210–12, 214, 216, 217–18, 222–3
trust requirements, framework for assessing 216–20
and uncertainty 210, 212, 218
see also global information systems
Volvo, mobile promotional campaigns 146

Walczuch, R. and H. Lundgren 3–4
Walther, J. 222
Wang, H. and C. 84
Wang, Y. and H. Emurian 9, 74, 75, 77, 98
Wang, Y. and Y. Liao 148
Ward, A. and J. Smith 41
Wasserman, S. and K. Faust 185, 189
Weber, R. and J. Adler 7
Weinberg, B. and L. Davis 102
Wellman, B. 182, 185
Welter, F. 167, 168, 170
Wendkos, B. 28
Wenger, E. 56
Wicks, A. 5
Wiesenfeld, B. 214–15
Williamson, O. 5, 287
Wilska, T.-A. 171
Wingreen, S. and S. Baglione 146, 149
Winsborough, W. and N. Li 258
Wright, B. and J. Barker 207
Wu, J. and S. Wang 148

Yadav, N. 282
Yamagishi, T. and M. 168
Yang, S.-C. 166
Yoon, S.-J. 23, 31
Yousafzai, S. 75, 76, 78, 232, 238
Yunos, H. 166

Zack, M. 267, 268
Zaheer, A. 166
Zakaria, N. 206, 207, 208, 222
Zand, D. 245, 250
Zander, U. and B. Kogut 268, 269, 276
Zavagno, M. 131
Zboja, J. and C. Voorhes 26, 28
Zimmermann, P. 257
Zolin, R. 205
Zucker, L. 5, 167, 168, 169, 247, 253, 254