Trust and New Technologies

Marketing and Management on the Internet and Mobile Media

Edited by

Teemu Kautonen

University of Vaasa, Finland

Heikki Karjaluoto

University of Jyväskylä, Finland

Vhow

Contents

	of figures	vii
	of tables	viii
	of contributors	Х
Prej	face ;	Xii
PAI	RT ONE CONSUMER TRUST IN ONLINE	
	ENVIRONMENTS	
1.	Consumer trust in electronic commerce: conceptualization	
	and classification of trust building measures	3
	Sonja Grabner-Kräuter and Ewald A. Kaluscha	
2.	The importance of brand trust online	23
3.	Hanna-Kaisa Ellonen, Marianne Horppu, Kirsimarja Blomqvist	23
	and Olli Kuivalainen	
	Trusting the consumer avatar: an examination of trust and	
	risk factors in electronic and virtual retailing	40
		40
4	Michael Bourlakis, Savvas Papagiannidis and Helen Fox	5.0
4.	Grey market e-shopping and trust building practices in China	56
	Ronan de Kervenoael and D. Selcen O. Aykac	
5.	Effect of gender on trust in online banking: a cross-national	
	comparison	74
	Marke Kivijärvi, Tommi Laukkanen and Pedro Cruz	
6.	Online auctions: a review of literature on types of fraud and	
	trust building	91
	Fahri Unsal and G. Scott Erickson	
7.	Consumers' views on trust, risk, privacy and security in	
	e-commerce: a qualitative analysis	108
~	Kyösti Pennanen, Minna-Kristiina Paakki and Taina Kaapu	
PAI	RT 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	127
	Michael Becker and Michael Hanley	3

vi Contents

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