About the Contributors

**Dominika Latusek** is an assistant professor of management and organization theory at Kozminski University in Warsaw, Poland. She conducts research on cooperation between organizations with an emphasis on trust and culture. She was a Fulbright Visiting Scholar at Stanford University, where she conducted field studies of Silicon Valley companies.

**Alexandra Gerbasi** is an assistant professor of sociology at California State University, Northridge. She received her Ph.D. from Stanford University. Her primary research interest is how network structures influence the exchange process and the emergent sentiments of the interactions, particularly trust, commitment and emotions.

* * *

**Denise Anthony** is Associate Professor and Chair of the Department of Sociology at Dartmouth College. She is also Research Director of the Institute for Security, Technology, and Society (ISTS at www.ists.dartmouth.edu/), which explores the widespread use of information technology in society, and its implications for behavior, privacy, and security.

**David W. Birchall** is an Emeritus Professor at Henley Business School, University of Reading. David’s research interests are in the area of management learning and innovation practices in organizations. He has particular expertise in the development of systems to support remote workers and learners. David has consulted and lectured throughout the world on aspects of innovation, technology and organization capabilities, organizational learning and knowledge management.

**Anita Blanchard** is associate professor of Psychology and Organization Science at the University of North Carolina Charlotte. She has her PhD from Claremont Graduate University in Organizational Psychology. Her research interests include how successful virtual communities function, particularly within organizations. She examines the application of behavior setting theories to virtual communities, the effects of virtual community participation on face-to-face communities’ trust and social capital, the development and experience of a sense of community within virtual communities, and how virtual groups come to be experiences as “groups.”

**David Boyns** is an Associate Professor of Sociology at California State University, Northridge. His research interests include sociological theory, cultural sociology, media studies, and the sociology of
emotions. His current research investigates forms of technologically mediated social interaction in virtual environments, and draws upon Massive Multiplayer Role Playing Games as case studies.

**Celeste Campos-Castillo** is currently an ASA Minority Fellowship Program Fellow with funds from the National Institute of Mental Health as well as a doctoral candidate in the department of sociology at the University of Iowa. Her primary research interests include the emergence of trust and commitment, computer-mediated interaction, mental health, and specialist organizations and their environments. She is currently working on her dissertation, which will examine the relationship between trust and health in physician-patient relationships.

**Sandro Castaldo** is Chairman of the Marketing Department of the SDA Bocconi School of Management and Full Professor of the Management Department of the Bocconi University where he teaches marketing and channel management. He has a Ph.D. in Business Administration and Management from Bocconi University. His current research interests are trust, retailing and channel relationships. His work has appeared in Journal of Business Ethics, Industrial Marketing Management, Journal of Service Management and other outlets. He recently co-edited the book 'Coopetition Winning Strategies for the 21st Century' (edited by S. Castaldo, G. Dagnino, F. Le Roy, S. Yami) Edward Elgar, Cheltenham, UK, forthcoming and published the book 'Trust in Market Relationship', Edward Elgar, Cheltenham, UK, 2007.

**Coye Cheshire** is assistant professor in the School of Information at the University of California, Berkeley. As a sociological social psychologist, he studies cooperation, trust, collective action and interpersonal relationships in computer-mediated systems. He lives in Concord, CA with his wife, two charming beagles and a very large cat.

**G. Scott Erickson** is associate professor and chair of the Marketing/Law Department in the School of Business at Ithaca College, Ithaca, NY. He holds a PhD from Lehigh University and masters degrees from Thunderbird and SMU. He has published widely on intellectual property, intellectual capital, competitive intelligence, and a number of related topics. His book with Helen Rothberg, From Knowledge to Intelligence, was published by Elsevier in 2005. His consulting work began 25 years ago with Alexander Proudfoot and continues today.

**Rita Faullant** is assistant professor at the Department of Innovation Management and Entrepreneurship at the University of Klagenfurt, Austria. Her research centers on consumer co-creation and customer integration in new product development, adoption and diffusion processes of new products and technologies, and on organizational innovativeness.

**Andrew T. Fiore** is a Ph.D. candidate in the School of Information at the University of California, Berkeley, where he studies computer-mediated communication and relationship formation from the perspective of psychological social psychology. In 2006, he was named a Microsoft Research Fellow, and he holds master's degrees from UC Berkeley in Statistics and from the MIT Media Lab in Media Arts and Sciences. He prefers ordinary least squares to hierarchical linear modeling and North Carolina-style barbecue to just about everything.
Genoveffa (Jeni) Giambona is a Research Manager/Research Fellow at the Research Institute for the Built Environment, University of Reading. Jeni’s research interests are in the area of leadership development, management learning (e-learning especially), virtual teams and trust. She also researches meta-evaluation and the study of how learning mechanisms work in different contexts and cultures. She has led projects on the meta-evaluation of e-learning programs aimed at leadership development. Jeni also has an interest in the application of realist synthesis, narrative analysis and discourse analysis.

Oren Golan is a Fulbright postdoctoral scholar at NYU's Center for Media, Culture and History. For several years he has lectured at the Department of Sociology and Social Anthropology at the Hebrew University and at the unit for Informal Education at Beit Berl College. His PhD is entitled: "Computing Friendship: the Social Construction of Relationships within CMC among Israeli Adolescents" (available on his website http://cyber-youth.blogspot.com/). His research interests include: Internet studies, the sociology of youth, popular culture, informal education, social trust, friendship, entrepreneurship, and of late – online religion.


Maria Grigoryeva is a graduate student in the department of sociology at the University of Washington. Her broad interests are in social influence and social networks, and her research addresses the intersection of institutional analysis and criminology. Her master's thesis examines the effects of differential parenting practices on early childhood development and adolescent delinquency. Her other research investigates the utility of neighborhood social ties and informal control mechanisms in reducing crime and the influence of new social relationships on individual attitudes and behaviors after the transition to college.

Monica Grosso is a Ph.D. Candidate in Business Administration and Management at the Bocconi University and SDA Bocconi School of Management. She collaborates as a researcher with the Retailing Observatory of the SDA Bocconi School of Management. Her research interests are retailing and channel management and in particular private label and collaborative relationships within distribution channels.

Tina Guenther is a researcher, academic lecturer in sociology, blogger and author of "sozlog". She received her PhD from the University of Bamberg, Germany with a dissertation on structural change at "Germany Inc." entitled "Struktur- und Kulturwandel international tätiger deutscher Unternehmen" (DUV, 2007). Tina is interested in both economic sociology and sociological research of online social life, particularly in trust online.

Charles F. Hofacker has a Ph. D. in Mathematical Psychology from the University of California, Los Angeles, and is Professor of Marketing at Florida State University. His current research interests are at the intersection of marketing and information technology. His work in that and other areas has appeared in the Journal of Marketing Research, Journal of the Academy of Marketing Science, Psychometrika,
Management Science and other outlets. Along with Ed Malthouse, he is co-editor of the Journal of Interactive Marketing. Dr. Hofacker currently serves as Webmaster for the American Marketing Association's Academic Resource Center (ARC) and is also the moderator of ELMAR, an electronic newsletter and community platform for academic marketing with over 6,300 subscribers.

**James A. Kitts** is an Assistant Professor in the Graduate School of Business at Columbia University. He is broadly interested in the dynamics of cooperation and competition among organizations and among their members, with specific focus on collective action and exchange in social networks. His work has been published recently in the American Sociological Review, Social Forces, and Demography.

**Kurt Komaromi** is an Instructor of Marketing and Integrated Marketing Communications at Ithaca College. His research focuses on the impact of new media on marketing strategy. Prior to teaching, Kurt had an extensive career in corporate marketing and sales management with companies such as American Hospital Supply, Merck KGaA, and Abbott Laboratories. He maintains a consultancy providing marketing services and sales training to clients across North America. Kurt holds a master's degree in Communications from Ithaca College along with an undergraduate degree from the University of Notre Dame.

**Jong-Eun Roselyn Lee** received her Ph.D. in Communication at Stanford University, and is now assistant professor in the Department of Communication at Hope College in Michigan. She conducts research on social responses to technology in the context of human-computer interaction; social identity dynamics in computer-mediated communication; and psychological effects of social media.

**Christopher Masone** received his PhD in Computer Science from Dartmouth College in 2008, focusing on bridging the gap between usability and security. His dissertation, "Attribute-Based, Usefully Secure Email," used real-world examples of person-to-person trust building to inform the design of an email system that enables trustworthy communication among users who do not know each other a priori. He currently designs and builds software at Google, Inc.

**Gianluca Miscione's** research activity is focused on the interplay between information technologies and organizational processes. It is situated between science and technology studies, and development studies. Particular attention is paid to understanding what happens at the intersection of the global and the local. Since completing his Master's dissertation on the social boundaries of the Internet, he has been exploring what happens on the borders of the so-called "knowledge society", with the aim of bridging the gap between mainstream research and development.

**Guido Möllering** is a Senior Research Associate at the Max Planck Institute for the Study of Societies in Cologne, Germany. He received his PhD from the University of Cambridge, UK. Trust has been among his main research interests for more than twelve years. His book “Trust: Reason, Routine, Reflexivity” was published by Elsevier in 2006.

**Olga Morawczynski** is a PhD candidate in the discipline of Science and Technology Studies at the University of Edinburgh. Her research examines the adoption, usage and impact of m-banking applications in general and M-PESA in particular. Olga's research is funded by Microsoft Research in conjunction with the University of Edinburgh.
Clifford Nass is the Thomas M. Storke Professor at Stanford University, with appointments in Communication; Computer Science; Education; Science, Technology, and Society; Sociology; and Symbolic Systems. He is the Director of the CHIMe Lab and the co-Director of the Kozmetsky Global Collaboratory. His research focuses on the social aspects of human-interactive media interaction, with particular attention to cars, mobile, robots, adaptation and personalization, and multitasking. He is the author of two books (The Media Equation and Wired for Speech) as well as over 125 articles on human-technology interaction and statistical methodology. He has been involved in the design of over 200 interfaces for numerous consumer, automotive, and financial services companies.

Katia Premazzi has a Ph. D. in Business Administration & Management from Bocconi University, Milano, and is currently an Assistant Professor at the Management Department of the same university. She teaches marketing, channel management and retailing courses at the undergraduate and graduate level, in both Italian and English. She is also a Professor in the Marketing Department of SDA Bocconi School of Management, where she teaches in the distance learning modules of the EMMS (Executive Master in Marketing and Sales), and in the executive education programs. She also collaborates, as a researcher, with the Retailing Observatory. Her current research interests are retail innovation, shopping behaviour, and Corporate Social Responsibility in retailing.

Lisa Rashotte received her Ph.D. in Sociology from the University of Arizona in 1998. She joined the UNC Charlotte faculty as Assistant Professor of Sociology in 1998, and was promoted to Associate Professor in 2004. She became Chair of the Sociology Department in 2008. She is a member of American Sociological Association's sections on Social Psychology, Theory, Mathematical Sociology, and the Sociology of Emotions. Her research focuses on small group interaction, nonverbal behaviors, emotions, gender, and expectations. Recently, she has conducted projects on altering the status meaning of gender and, with Murray Webster, on the effect of behaviors on inequality structures in small groups. Her current laboratory project, also with Murray Webster, addresses how characteristics come to have status value.

Blaine Robbins is a PhD candidate in the department of sociology at the University of Washington. His research interests center on the quantitative analysis of social exchange theory and network formation; the connection between social capital and violent crime; and the dynamic relationship between trust and control. He is currently working on his dissertation, which focuses on the effects of (de)centrally administered (non)monetary sanctions on trust, cooperation, and morality.

Abigail Schoneboom is a sociologist based at The City University of New York (CUNY), where her research focuses on “creative resistance,” looking at workers who reclaim time from the labor process in order to pursue their own intellectual and artistic projects. She recently obtained her Ph.D. from CUNY Graduate Center, writing a dissertation entitled Hiding Out: Creative Resistance Among Anonymous Workbloggers. She also has a Master of Engineering degree from Oxford University and over ten years of professional experience working in industry and academia with a focus on organizational development and information technology.
Daniel B. Shank is a doctoral student in Sociology at the University of Georgia where he has received an M.S. in Artificial Intelligence and an M.A. in Sociology. His primary foci are social psychology, emotions, and identities especially as they relate to human-technology interaction. Mr. Shank’s M.A. thesis laboratory research led to a paper Perceived Justice of Coercive Computers which received best graduate paper awards from both the Southern Sociological Society and the Social Psychology section of the American Sociological Association. He is also the manager of the Laboratory for the Study of Social Interaction, overseeing social psychological experiments in emotion, affect, identities, and justice.

Sean Smith has been working in information security—attacks and defenses, for industry and government—since before there was a Web. As a post-doc and staff member at Los Alamos National Laboratory, he performed security reviews, designs, analyses, and briefings for a wide variety of public-sector clients; at IBM T.J. Watson Research Center, he designed the security architecture for (and helped code and test) the IBM 4758 secure coprocessor, and then led the formal modeling and verification work that earned it the world's first FIPS 140-1 Level 4 security validation. In July 2000, Sean left IBM for Dartmouth, since he was convinced that the academic education and research environment is a better venue for changing the world. His current work, as PI of the Dartmouth PKI/Trust Lab, investigates how to build trustworthy systems in the real world. At Dartmouth, his courses—on Operating Systems, Security, and Theory—have all been named "favorite classes" by graduating seniors. His book Trusted Computing Platforms: Design and Applications (Springer, 2005) provides a deeper presentation of this research journey; his book The Craft of System Security (Addison-Wesley, 2007) resulted from the educational journey.

Matthias Thiemann holds a Diplom in Social Sciences from Humboldt-Universitaet zu Berlin, and an MA in Economics from the New School for Social Research, New York. Since 2007, he is a PhD-student in Sociology at Columbia University. He is interested in the way workers adapt to unregulated labor markets, which entails the necessity of trust-building strategies. Other research looks at the state-finance relationship, pointing to the symbiosis of both in the case of the US in the last decades.

Fahri Unsal is a professor of Marketing/International Business in the School of Business at Ithaca College. He has also taught for Maryland University in Germany and Bilkent University in Turkey during sabbatical years. He has received his PhD from Cornell University and his M.S. degree from the American University of Beirut. He has widely published on electronic commerce, online trust, file sharing, European Union enlargement, and online education topics.

Andrew Wong is a senior scientist at the Telenor Group Business Development and Research Center Asia Pacific. His work focuses on communication theory and behavior practice of the low-income segment of emerging nations.