

Index

Symbols

(MRT), media richness theory 5

A

academic viewpoint 237
 Axiom 219
 affect-based trust 118
 anonymity 145
 antecedent reference model 162
 antecedents of a consumer's trust 156
 asynchronous communication 138
 atmospheres of trust 49
 authenticity 49

B

below-the-Web technologies 194
 brand identity 182
 building trust 156
 business-to-consumer 156,174
 business-to business 179
 business cooperation relationships 14
 buyer 162
 buyer-supplier relationship 242

C

cognitive dimension 118
 collaboration 50
 communication 6,244
 and trust 9
 media of 7
 model of 7
 nonverbal 6
 visual 6
 competence 196
 competitive intelligence 232
 computer

-mediated communication (CMC) 1,50,56,193
 -supported cooperative work (CSCW) 35
 computer-mediated relationships 215
 computer-mediated technologies (CMTs) 75
 constancy 159
 consumer trust 156
 continuum 240
 cultural
 background 100
 sensitivity 257
 cultural sensitivity 261
 culture 64,158,166
 professional 105

D

data aggregators 219
 distributed work groups
 and trust 116
 distrust 102,239,247
 environment 243
 high 78
 low 78
 diversity management 41
 dynamics of trust 237

E

e-
 commerce 174
 communication 137
 empathy 143,148
 leader 35,40
 mail 60,81,124
 negotiation 137,151
 team 41
 e-empathy 148
 e-negotiation 137
 e-networks 225
 ease of use (EOU) 167

eBay 83,181

electronic

commerce 156

communication 246

environment of distrust 237

establishing trust 251

expectations 139

F

face-to-face communication 3,6,38

facets of trust 101

flow 181

G

goodwill 196

H

high-tech companies 237

hurdles 215

I

identity 175

individualism 158

infomediaries 215

information

and communication technologies (ICT) 36,104

broker 120

technology (IT) 14

information sharing 255

information systems and technology (IST) 252

Intellectual capital (IC) 226

Internet 142,193,252

interorganizational collaboration 237

interorganizational relationships 77

interpersonal familiarity 56

interpersonal trust 101

K

knowledge

assets 225

development of 116

management (KM) 226

knowledge management 225

M

marketing communications 192

masculinity-femininity 258

media

characteristics 64

effects 62

richness theory (MRT) 5,60

synchronicity 61

media synchronicity theory 56

mental model 52

mobile applications 156

mobile commerce 156

multi-user dungeon (MUD) 195

multidimensional construct 118

N

nationality 64

nature of trust 89

negotiation support system (NSS) 138

O

offshore software outsourcing 251

offshoring 252

Omega 122

online marketing 207

online shopping 255

organization-individual relationship 234

organization-organization relationships 234

organizational trust 75

organization to organization 260

P

paradox of trust 115

parallelism 67

peer-to-peer network 194

perceived competence 196

personal experience 183

power distance 257

privacy protection 167

process of cooperation 237

propagation 202

public records 218

R

radio frequency identification (RFID) 80

rehearsability 68

rehearseability 62

reliability 169

remote worker (teleworker) 89

reprocessability 68

reputation verification 83

risk 139

Index

S

security protection 168
self-
 categorization theory (SCT) 63
 interest 177
shared vision 52
social
 information processing (SIP) 60
 network 117
social process 185
Sociological Imagination 177
spontaneity 159
sustained membership 199,201
symbol variety 66

T

team trust 46
technology 162
 trust 4
teleworker 89
 management 90
text message 124
theory-to-practice 138
transparency in communication 251
trust 57,101,176,239
 active 131
 affect-based 101,118
 and anthropology 91
 and communication 138
 and e-commerce 180
 and economics 91
 and information technology 15
 and parallelism 67
 and political science 91
 and psychology 91
 and rehearsability 68
 and reprocessability 68
 and sociology 91
 broker 116,120,220
 brokering 117
 building 51,129,259
 and e-negotiation 137
 calculative 18,91
 cognition-based 101
 cognitive 47
 competence 18
 consumer 156
 contractual 17,93
 creating atmospheres of 49
 development 102

 and media 64
 establishing 51
 friendship 19
 goodwill 18
 high 78
 in computer-mediated communications 1–13
 individual 93
 in negotiation 139
 institutional 16
 interpersonal 101
 in virtual teams 38
 knowledge-based 140
 levels of 20,93
 literature 2
 low 78
 maintaining 51
 management 34,40
 model 216
 models of 48
 network 125
 norm-based 92
 of remote workers 89
 online 141
 organization-individual 229
 organization-organization 231
 organizational 94
 predictive 19
 reduction 142
 relational approach 118
 simultaneous 76
 swift 39,102
 system 92
 teams 46
 typologies 17
 value-based 92
trust-based marketing 192
trust brokers 115,221
trust building 255
trust model 215
trustworthiness 56,62,106,140

U

uncertainty 139
 avoidance 158,258

V

value proposition 219
vehicle identification numbers (VINs) 218
virtual
 assurance 76,79

- and e-mail 81
- collaboration 59
- communities 36,193
- etiquette 51
- groups 36
- learning environment 51
- multicultural teams 101
- organisations 36
- private network (VPN) 23
- teams 35,46,254
 - advantages of 47
 - hybrid 38
 - traditional 37
 - trust 104
- teamwork 69
- workplaces 47
- voice over Internet protocol (VoIP) 244