Trust And Loyalty In Electronic Commerce: An Agency Theory Perspective is written by Zeinab Karake-Shalhoub in English language. Release on 2002-11-30, this book has 240 page count that enclose essential information with easy reading experience. The book was published by Praeger, it is one of the best subjects book genre that gave you everything love about reading. You can find Trust And Loyalty In Electronic Commerce: An Agency Theory Perspective book with ISBN 1567204724.
Karake-Shalhoub uses agency theory to ground her empirical analysis of more than 100 e-commerce firms in this highly readable examination of trust in e-commerce relational exchanges. She identifies several trust-building measures, including privacy statements, the existence of a chief privacy officer, and a trusted third-party seal of approval; companies are then evaluated based on an index of those trust builders. She demonstrates that there is a positive relationship between management ownership and trust, and that managers who fail to protect the interests of their stockholders—as well as their own—will never gain customer loyalty. Any business considering a move into e-commerce, or re-evaluating an earlier investment in online marketing and retailing, will benefit greatly from Karake-Shalhoub’s insights. The timeliness of this study—the first of its kind—and its unique agency-theory perspective allow for an analysis of the appropriateness of e-business and e-commerce for certain businesses. What are e-commerce businesses that are developing loyalty and building trust doing differently than their less successful competitors? How are successful companies moving from traditional applications to the new breed of integrated e-commerce architectures? Karake-Shalhoub answers these and other pressing questions for senior and mid-level managers and strategic planners, corporate executives charged with incorporating an e-commerce strategy into their long-range plans, chief privacy officers, regulatory policymakers, and students of e-commerce, customer relationship management, and online marketing.

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