



## That with e-commerce trust model based on the community(Chinese Edition)

By ZHOU GUI LIN ZHU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-11-01 Pages: 188 Publisher: the Heilongjiang University Press LLC Title: community think with the e-commerce trust model original price: 28 yuan: Zhou Guilin book Press: Heilongjiang University Publishing Co. Ltd. Publication Date :2012-11-1 ISBN: 9787811295597 Words: 220.000 yards: 188 Revision: 1 Binding: Paperback: 16 Product size and weight: Editor's Summary of e-commerce is a new economic era and the network economy The era of the most promising economic forms of production. exchange and consumption have great potential. Zhou Guilin community identity-based e-commerce trust model on the basis of the analysis of the literature. the e-commerce trust is defined as network consumers shopping network full of risks and uncertainties that Internet technology. system. specific psychosocial status of the transaction object and trusted. E-commerce trust has a low degree of social trust than reality. Matthew Effect and intermediary characteristics. generate motivation can be summed up as a negative conquer risk society. social compromise in the virtual environment. as well as the complexity of decision-making simplified mechanism. the generation process based on the consumer decision-making process. and action-dimensional virtual community...



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