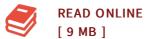




That with e-commerce trust model based on the community (Chinese Edition)

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: 2012-11-1ISBN: 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 ecommerce 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...



Reviews

This written publication is wonderful. It really is loaded with knowledge and wisdom You will not really feel monotony at at any time of your time (that's what catalogues are for relating to if you ask me).

-- Desmond Becker

Absolutely essential go through publication. I am quite late in start reading this one, but better then never. You will not feel monotony at at any time of the time (that's what catalogues are for regarding if you ask me).

-- Ambrose Thompson II