



Computer-mediated Relationships and Trust: Managerial and Organizational Effects (Premier Reference Source)

Linda L. Brennan

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The recent, rapid emergence of the virtual organization has added new dynamics and challenges to the context of relationships between organizational managers and their employees, customers, and other constituents.

Computer-Mediated Relationships and Trust: Managerial and Organizational Effects provides an exhaustive collection of leading research on trust within the context of computer-mediated relationships through review of the existent work on trust from multiple scholarly disciplines, and introduces trust in a third dimension. Addressing a complete set of issues and challenges intrinsic to the virtual-organization domain such as managing remote workers, selling products to unseen consumers, technology-mediated relationships with other organizations, and more this book provides libraries with an authoritative reference to the most pressing issues facing organizations as they strive to establish trust in virtual environments.



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