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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 and e-commerce. technical dimension dimensional system close contact and community identity. Book in community identity combing based on. the community identity is defined as the recognition and acceptance of virtual community members to self. community members and community social action based on knowledge sharing. exchange of information and emotional communication. The book is divided into three areas of identity awareness of the community members. community members asked the similarity and community cohesion in defining its meaning on the basis of community identity District. Contents Introduction Chapter e-commerce theoretical definition of the theory section II. e-commerce and practical problems in Section...



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