

Trust And Loyalty In Electronic Commerce: An Agency Theory Perspective By Zeinab Karake-Shalhoub

By Zeinab Karake-Shalhoub

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Zeinab Karake-Shalhoub is the author of The Diffusion of E-Commerce in
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Customer service is the most important website signal to engender trust, a feature closely linked to loyalty both in communicating trust in electronic

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Zeinab Karake-Shalhoub USA Zeinab also served on the Faculty of New York, 1999), "Trust and Loyalty in Electronic Commerce: An Agency Theory

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