



Trust in Electronic Commerce: The Role of Trust from a Legal, an Organizational and a Technical Point of View (Law and Electronic Commerce)

J.E.J. Prins, P.M.A. Ribbers, Henk C.A. Van Tilborg, J.G.L. Van Der Wees, A.F.L. Veth

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Electronic commerce is here to stay. No matter how big the dot-com crisis was or how far the e-entrepreneurs' shares fell in the market, the fact remains that there is still confidence in electronic trading. At least it would appear that investors are confident in e-companies again.

However, not only trust of venture capitalists is of importance -- consumers also have to have faith in on-line business. After all, without consumers there is no e-business. Interacting lawyers, technicians and economists are needed to create a trustworthy electronic commerce environment.

To achieve this environment, thorough and inter-disciplinary research is required and that is exactly what this book is about. Researchers of the project Enabling Electronic Commerce from the Dutch universities of Tilburg and Eindhoven have chosen a number of e-topics to elaborate on trust from their point of view.

This volume makes clear that the various disciplines can and will play a role in developing conditions for trust and thus contribute to a successful electronic market.

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