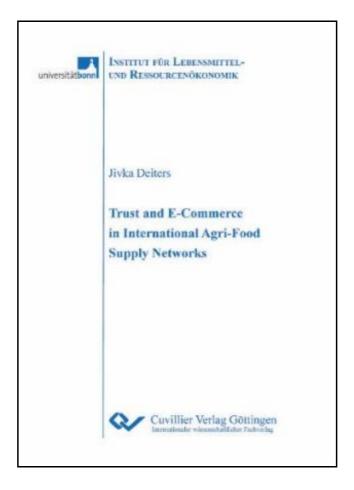
Trust and Ecommerce in International Agri-Food Supply Networks



Filesize: 4.79 MB

Reviews

Absolutely among the best book We have ever study. It is actually writter in easy words instead of hard to understand. I found out this publication from my i and dad encouraged this book to find out. (Kristina Rippin)

TRUST AND ECOMMERCE IN INTERNATIONAL AGRI-FOOD SUPPLY NETWORKS



Cuvillier Verlag Aug 2010, 2010. Taschenbuch. Book Condition: Neu. 211x146x20 mm. Neuware - E-commerce offers opportunities for better competition by developing new products and markets, by bringing new actors onto the traditional markets and by developing new types of relationships between the traders. Additionally, using e-commerce, costs can be reduced and the satisfaction of the traders concerning faster delivery can be increased. Nevertheless, electronic transactions are not common in the agri-food sector compared with other businesses. Every B2B relationship and also e-commerce starts with a first transaction. The initial transaction only takes place when the buyerÆs perceived trustworthiness of the supplier exceeds the buyerÆs perceived risks of the transaction. However, the challenge of the first transaction in e-commerce is how to communicate trust without any previous experience. Trust helps enterprises to trade across border and profit from the online environment, especially in the agri-food sector which deals with complex products due to different uncertainties and risks regarding the food quality and safety. The main objective of this thesis is to analyse which elements of trust are essential in searching for a new international supplier and how these can be applied to e-commerce. To achieve this objective a stepwise approach has been developed by establishing the following phases: 1) identification of the most relevant trade flows; 2) exploration of trade relationships along the most relevant trade flows; 3) assessment of significance of traditional trust elements; 4) applications of traditional trust elements to e-commerce. The applications are determined by examining selected European (Germany, Austria, Italy, Greece, Spain and Slovenia) and cross-border (USA, Brazil and Turkey) agri-food chains (cereals, meat, fruits and vegetables, and olive oil) to contribute findings of possibly different cultural backgrounds. The identification of the most relevant trade flows (step one) is based on the statistical database and has been...



Read Trust and Ecommerce in International Agri-Food Supply Networks Online Download PDF Trust and Ecommerce in International Agri-Food Supply Networks

You May Also Like



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Save ePub »



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Save ePub »



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Gran s New Blue Shoes (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 \times 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

Save ePub »



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

Save ePub »



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

Save ePub »