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<input type="checkbox"/>	Licentiate's thesis
<input type="checkbox"/>	Doctor's thesis

Subject	Information Systems Science	Date	26.10.2005
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		Number of pages	85
Title	BUILDING CUSTOMER'S TRUST IN MOBILE COMMERCE CONTEXT: A QUALITATIVE STUDY		
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<p>Abstract</p> <p>Trust plays an important role in increasing customer's adoption and usage in the context of mobile commerce. Therefore, it becomes the topic of this dissertation that to identify how customer's trust is built in mobile commerce. By adopting grounded theory as the research approach, a set of exploratory interviews with open-ended questions were conducted. As the result, both causal factors and contextual conditions were identified to build customer's trust in m-commerce. What is more, a framework was also developed to integrate all the elements found in this study.</p> <p>The primary contribution of this dissertation is to provide readers some useful information about trust building in mobile commerce context. By applying the findings of this study, many effective measures could be designed from multiple dimensions to build customer's trust dynamically throughout the entire process of mobile commerce development. Furthermore, according to this practice, it reflects that grounded theory is applicable to underpin the researches studying relationships between human activities and new technology-driven issues.</p>	
Key words	MOBILE TECHNOLOGY, QUALITATIVE RESEARCH, TRUST
Further information	