INTERDISCIPLINARY TRUST META-ANALYSIS
Analysis of High Rank Trust Articles between 1966 and 2006

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Contents

Abstract

A meta-analysis of approximately 800 trust articles written from 1966 to 2006 in A+, A, and B journals are structured and analyzed. Contributions from the number of published trust articles, multidisciplinarity, trust objects, trust interactions types, and occurrence of key variables – in addition to the term trust - are deduced.

1   Introduction

The topic of trust can be found in articles from a wide-range of disciplines, e.g. from psychology, sociology, or economics, to mention only a few. Most of these, however, only give a short, very general overview of the meaning of trust, while focusing on special research questions regarding trust, i.e. trust between employees and management (e.g. ROUSSEAU/TIJORIWALA 1999); trust between strangers (e.g. MACY/SKVORETZ 1998); trust in alliances (e.g. NORMAN 2004); and, trust in e-service providers (e.g. JONES ET AL. 2000). As of yet, no overall interdisciplinary structure of trust research has been done. Consequently, a meta-analysis of trust research is the best way to shed light on the phenomenon of trust and give a suitable structure of trust research.

2   Method of Meta-Analysis of Trust Articles

The goal of this meta-analysis is to provide answers regarding the various facets of trust. A universal and clear high-quality pattern of trust will be developed on the basis of all articles in journals of an A+, A, and B nature from the beginning of 1966 until 2006.

A structured approach is necessary to determine the source material for the review. The major contributions are likely to be in the leading journals (cp. WEBSTER/WATSON 2002, p. xv). Thus, the basis for the complete meta-analysis is composed of A+, A, and B ranked journals to guarantee the highest level of quality.

The ranking of the journals was chosen from the VHB 03 out of the "Journal Quality List" from 07/05/2006. 290 out of 891 journals fall in the rank A+ (32 journals), A (125 journals), and B (133 journals)[1]. This approach guarantees an interdisciplinary review which completely covers high-quality and relevant trust literature and is thus not confined to one research method, one specific time horizon, or one specific trust context.

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[1] Rank A+ implies an index ≥ 9, A ≥ 8, B ≥ 7. The evaluation scale ranged from 1 (very low) to 10 (very high). The results were adjusted according to the different experience levels of the respondents. VHB03 is a ranking developed on behalf of the Association of University Professors of Management in German speaking countries (Verband der Hochschullehrer für Betriebswirtschaft – VHB). The „Journal Quality List" is compiled and edited by Dr. Anne-Wil Harzing, with the primarily goal to assist academics to target papers from journals of an appropriate standard.

In the first step, the articles taken from the 290 selected journals were scanned for the word "trust" with the help of the research database EBSCO[2]. Other similar words, like confidence or reliance, were not taken into account because of their term differentiation (cp. DESPORTES 2006; SIEGRIST ET AL. 2005). Approximately 3,200 articles were found.

In the next step, non-relevant articles were excluded. The content of the 3,200 articles were searched[3] to test their suitability for inclusion in the meta-analysis. Articles were excluded using the following method: In located hits where a) "trust" is negligible, meaning it is simply referred to in a sentence in the abstract or in the whole article or b) the term "trust" has a completely different meaning in a financial and/or accounting context, e.g. "unit trust", which is another word for investment firm, or "trust" as a legal independent corporation with its own administration. Likewise, articles with similar words were excluded, i.e. trustee, Educational Trust Survey, trust fund, antitrust, investment trust, pension trust, royalty trust, trust-region method. Furthermore, book reviews were not included to avoid double information in the survey.

The meta-analysis spans 808 relevant remaining articles from initial 3,200.
The following figure reflects the described procedure of building a suitable basis for the meta-analysis.

| 891 journals | | 290 journals | | ~ 3.200 articles | | ~800 articles |

VHB03   word   content

A+, A and B-journals out of „journal quality list"   „trust" - hits in EBSCO   „trust" – content hits*   basis for meta-analysis
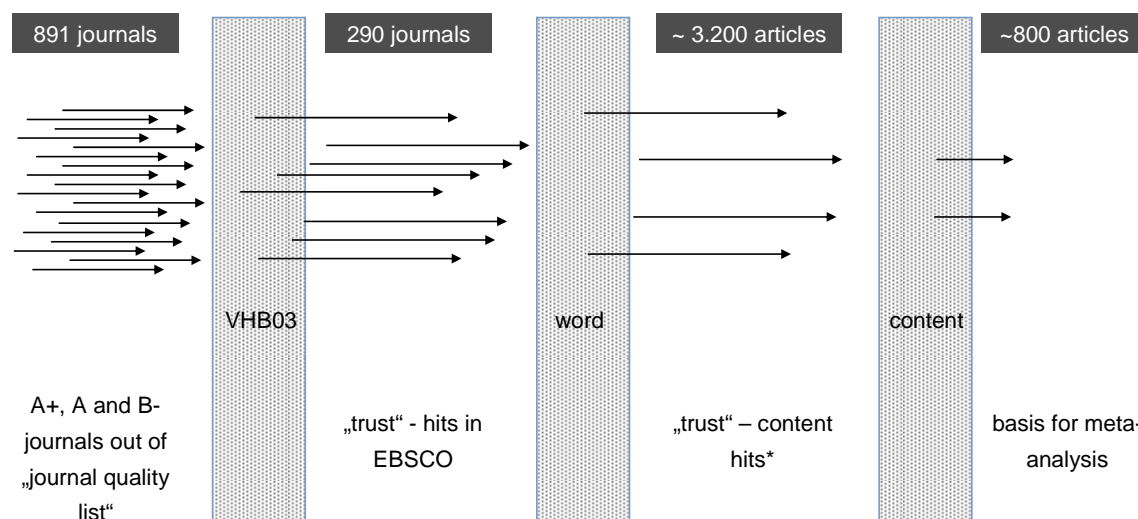
*End of research July 2006

Figure 1: Procedure of building a meta-analysis of trust articles

These 808 articles are pasted in an Access-Database. The database has two kinds of columns: 1) Columns which can immediately be transferred from the article and 2) columns which can not be filled out before understanding the content of the article.

The database comprehends main criteria like year, subject area[4], key variables[5], journal ranking, trust relationship in different depths (between objects and sub-objects), interaction category (IntA) between persons (P2P), organizations (O2O)., communication channel or virtual reality (CC/VR), intra-personal (P) or intra-organizational (O), to mention only a few. The detailed explanation of each column will be found in the respective chapters. Thus, the structure of the literature review is concept-centric[6] concerning trust relationships and not author-centric (cp. WEBSTER/WATSON 2002, p. xvi). The set-up of the database is shown in Figure 2.

Object 1	Sub-object 1	Object 2	Sub-object 2	IntA	CC/VR	P, O	Context	Key variables	Citation	Titel of text	Authors	Year	Journal	Subject are	VHB03
organization	organizational parties	organization	organizational parties	O2O			interfirm relationship	risk, cognitive process	93	INITIAL TRUST FORMATION IN NEW ORGANIZATIONAL RELATIONSHIPS.	McKnight, D. Harrison Cummings, Larry L. Chervany,	1998	Academy of Management Review	Gen&Strat	A
organization	firm	organization	firm	O2O			interfirm relationship, strategic alliances	control	136	BETWEEN TRUST AND CONTROL: DEVELOPING CONFIDENCE IN PARTNER COOPERATION IN ALLIANCES	Das, T.K.; Teng, Bing-Sheng Teng, Bing-Sheng	1998	Academy of Management Review	Gen&Strat	A
person	employee	person	manager	P2P		O	employee-manager relationships, managerial behavior	employees perceptions	74	MANAGERS AS INITIATORS OF TRUST: AN EXCHANGE RELATIONSHIP FRAMEWORK FOR UNDERSTANDING	Whitener, Ellen M. Brodt, Susan E. Korsgaard, M. Audrey	1998	Academy of Management Review	Gen&Strat	A

Figure 2: Set-up of Access-Database

The contributions of the Meta-analysis will follow in the next chapters.

3   Contributions of the Meta-analysis

Key contributions to the increase of trust articles, literary highlights, multidiscipliarity, objects of trust, and categories of trust interactions are given.

3.1   Development over Time of Number of Trust Articles and the Literary Highlights

In 1966, the first researchers began publishing highly rated articles about trust. Until 1993, however, trust was rarely the focus of research. In the course of the last couple years, there has been an increase in the number of trust articles written, with a peak in 2003 (109 publications).

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[4] The subject area was adopted from the „Journal Quality List" mentioned above.
[5] The key variables were taken from the abstract of all 808 trust articles.
[6] Literature Reviews are concept-centric, when concepts determine the organizing framework of a review (cp. WEBSTER/WATSON 2002, p. xvi).
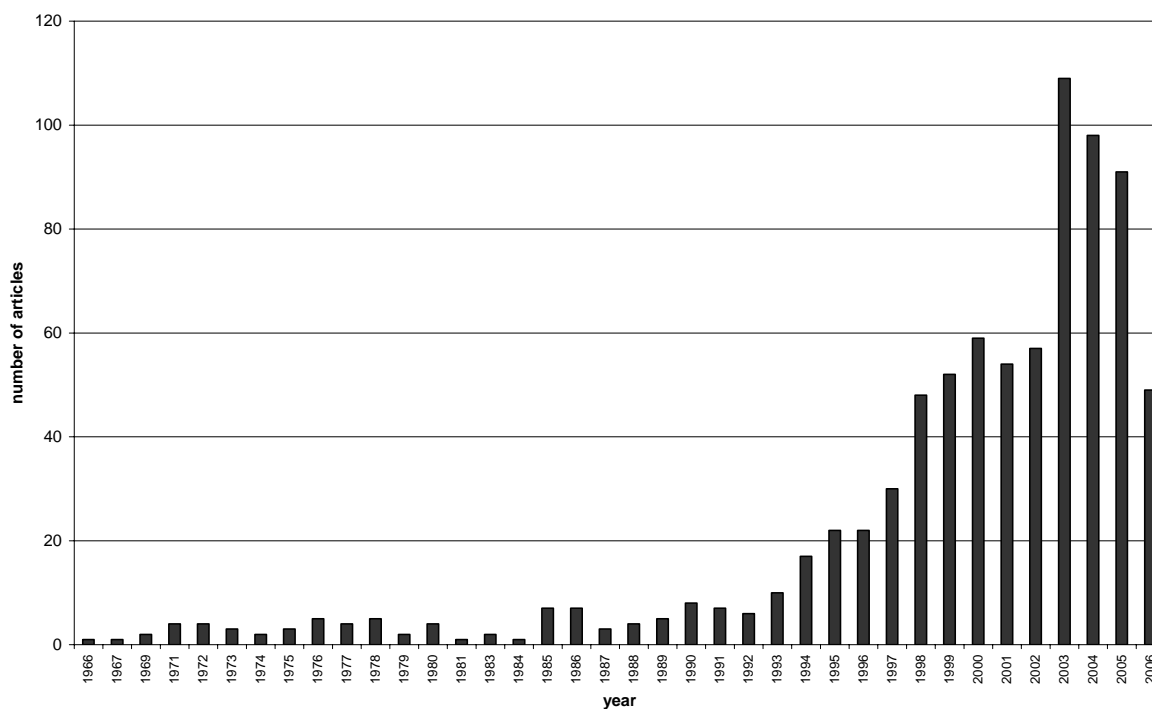
Figure 3: Development of number of trust articles over time

This growth probably developed because of the continuously increasing international stress of competition in the last 15 years (cp. RUGMAN/COLLINSON 2006, p. 33). Customer loyalty and thus trust becomes an important competitive advantage to gain sales from a regular clientele. The international stress of competition leads to a clear trend of joint ventures and firm co-operations, which is denoted in the past years. Furthermore, the establishment of e-commerce increased the likelihood that customers switch companies more readily because of the improved, easier access to price and service information.

This increase of trust articles in research is boosted by the following ten highly cited[7] articles in the past which shaped trust literature:

CROSBY ET AL. 1990 (Citation index (CI): 242) analyze the quality of the relationship between salespersons and the customer that determines the probability of continued interchange between those parties in the future. Future sales opportunities are mostly dependent up on relationship quality (i.e., trust and satisfaction).

ANDERSON/NARUS 1990 (CI: 407) present a model of distribution firm and manufacturer firm working partnerships. Communication and cooperation were antecedents which

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[7] "Highly" means more than 150 citations in the EBSCO database in November 2006. The "citation for the whole database" from EBSCO was consulted in this analysis.

promoted less conflict and higher satisfaction as consequences of trust. Especially the respecification of cooperation as an antecedent rather than a consequence of trust is found.

LARSON 1992 (CI: 164) examines social control in network organizational forms through an inductive field study in high-growth entrepreneurial firms. A process model of network formation that highlights the importance of reputation, trust reciprocity, and mutual interdependence is presented.

MOORMAN ET AL. 1993 (CI: 160) show that interpersonal factors are most predictive of trust. Those most strongly associated with trust were variables like: Integrity, willingness to reduce uncertainty, confidentiality, expertise, tactfulness, sincerity, congeniality, and timeliness. Further variables which also affected trust were: Formalization of the user's organization, culture of organization, organizational power, and customization.

GANESAN 1994 (CI: 189) suggests that long-term orientation in a buyer-seller relationship is a function of two main factors: mutual dependence and the extent to which both partners trust one another. Dependence and trust are related to environmental un-certainty, transaction-specific investments, reputation, and satisfaction in a buyer-seller relationship. Especially the two dimensional definition of trust in credibility and benevolence must be emphasised.

MORGAN/HUNT 1994 (CI: 522) study B2B relationship marketing and examine commitment and trust as key mediating variables of successful relationship marketing. Shared values, communication, and less opportunistic behavior influence trust. Consequences of trust are cooperation, functional conflict, and less uncertainty.

MOHR/SPEKMAN 1994 (CI: 158) examine primary characteristics of partnership success (satisfaction and sales volume). These characteristics are partnership attributes of commitment, coordination, trust, communication quality, participation, and the conflict resolution technique of joint problem solving.

MAYER ET AL. 1995 (CI: 344) represent a definition and a proposed model of antecedents and outcomes of trust including characteristics of the trustor, the trustee, and the role of risk. Factors of perceived trustworthiness which influence trust are ability, benevolence, and integrity. Trustor's propensity is a moderator of trust in the proposed model.

DONEY/CANNON 1997 (CI: 169) examine five cognitive processes through which industrial buyers can secure the trust of a suppliers firm and its salesperson. Antecedents of the buying firm's trust in the supplier firm and its salesperson were characteristics of the supplier firm (reputation, size) and the salesperson (expertise and power) as well as the characteristics of the relationship to the supplier firm (willingness to customize, confidential in-formation sharing, and length of relationship) and select traits of the salesperson (likeability, similarity, frequent business contact, frequent social contact, length of relationship).

GARBARINO/JOHNSON 1999 (CI: 173) segment the customer base of an organization into low and high relational groups to assess how evaluations vary for these groups. The authors analyze the relationships of satisfaction, trust, and commitment to component satisfaction attitudes and future intentions. For high relational customers (consistent subscribers of theatre against occasional subscriber), trust and commitment, rather than satisfaction, are the mediators between component attitudes and future intentions.

This short overview concerning relevant articles that focus on trust research already shows the wide spectrum of interrelations that trust is embedded in (e.g. satisfaction, communication, commitment), psychological aspects (trust propensity and cognitive processes), and different measurements of trust (e.g. trust or benevolence and credibility) as well as variables with an unclear causality (e.g. cooperation).

3.2   *Multidisciplinarity of Trust*

The growth in the amount of trust articles is also due to trust's multidisciplinary character. Analyzing approximately 800 articles shows that the research areas[8] are broader than the fields mentioned above. Trust functions as a relevant research question in the following areas of research:

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[8] The research areas are the defined according to the subject areas listed in the „Journal Quality List" by Harzing. Organization Behavior/Studies, Human Resource Management, Industrial Relations (OS/OB, HRM, IR), Marketing, General & Strategy, Psychology, Management Information Systems, Knowledge Management (MIS, KM), Economics, Operations Research, Management Science, Production & Operations Management (OR, MS & POM), Finance & Accounting (F&A), Sociology, Innovation, Public Sector Management (PSM), Entrepreneurship, and Communication.
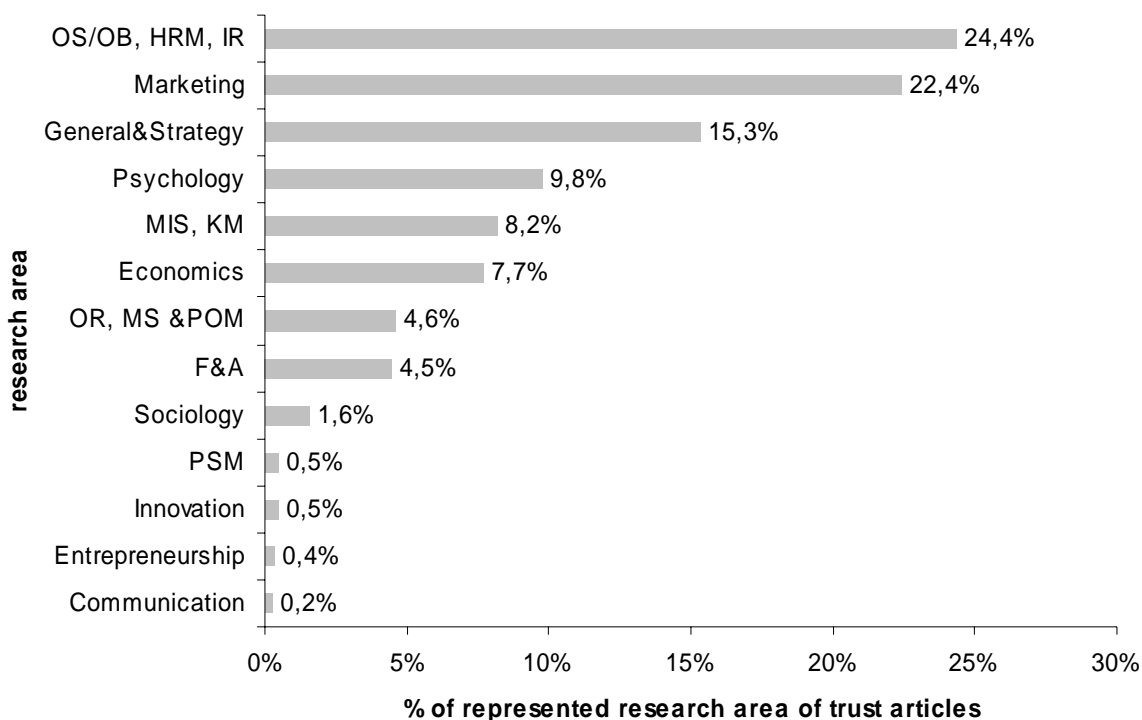
Figure 4: Frequency of research areas of trust articles in %

Even if the relation of articles per journal and subject area is analyzed to avoid that special subject areas have more journals and thus more articles than others, the rank of the subject areas nearly stays the same and only a slight shift can be detected: General & Strategy (9.5 articles per journal at an average in the period from 1966 to 2006 in the research area General & Strategy), Organization Behavior/Studies, Human Resource Management, Industrial Relations (9.4), Marketing (7.9), Psychology (6.1), Management Information Systems, Knowledge Management (5.1), Sociology (3.3), Economics (3.1), Operations Research, Management Science, Production & Operations Management (2.8), Finance & Accounting (2.8), Innovation (2.0), Public Sector Management (2.0), Communication (2.0), and Entrepreneurship (1.5).
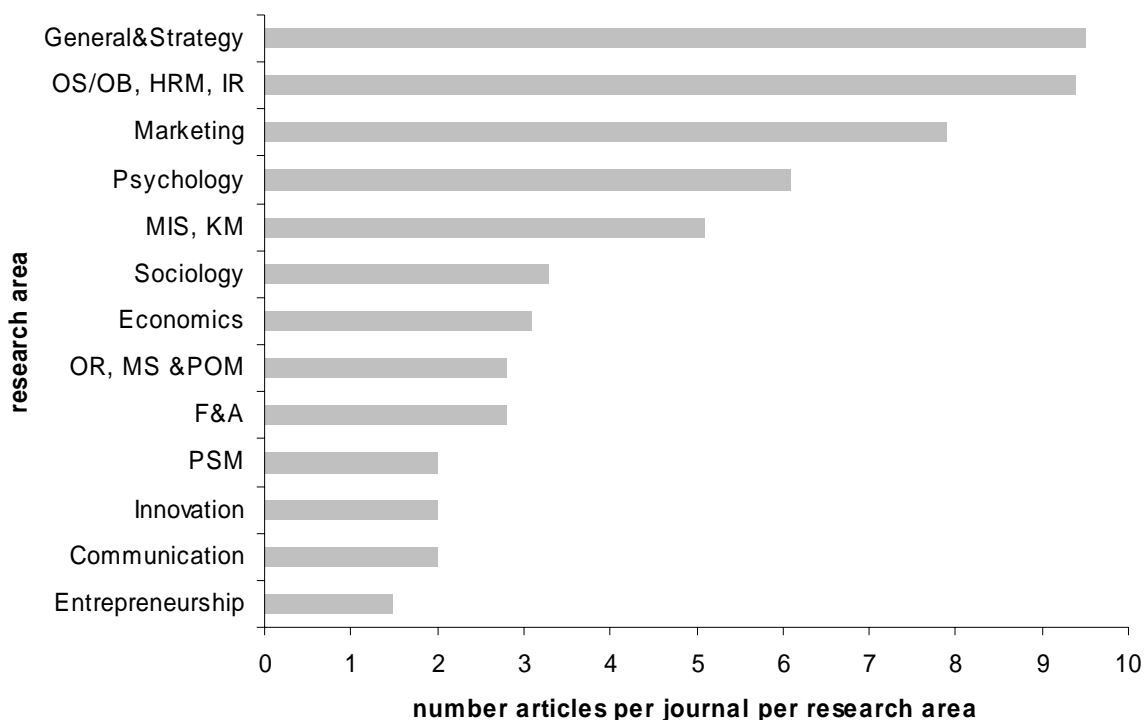
Figure 5: Number of trust articles per journal in research areas

Trust research is predominantly undertaken in the fields of "General & Strategy", "OS/OB, HRM, IR", "Marketing", and "Psychology" for several reasons. As mentioned above, the increased stress of competition over the past years has led to a higher focus on trust research. Especially in the "strategy" and "marketing" departments, questions about consumer's trust and programs about customer loyalty arise. The augmented numbers of joint ventures and firm co-operations not only implicates trust problems between organizational cultures and their employees, but also the importance of trust mechanisms - as a complement to control - for contractual Business-to-Business relationships to work efficiently. Thus, a huge amount of trust articles can be found in the research area "OS/OB, HRM, IR". "Psychology", as the fourth predominant area for trust research, mirrors the psychological character of trust. Trust is a very emotional, fragile, and interpersonal theme which can not easily be quantified, but is the basis for every interaction. Psychological processes are relevant for trust building. Thus, marketing managers have to recognize the psychological workings of customers during the development of trust building measures.

Top journals which publish at least 3% of the analyzed trust articles are Journal of Business Ethics (5.7%), Journal of Business Research (5.4%), Journal of Applied Psychology (3.7%), Organizational Science (3.5%), and the Journal of Economic Behavior & Organization

(3.0%). This result mirrors the arguments given above for the ranking of the particular research areas.

Summarizing these results leads to the observation that trust is a multidisciplinary construct. This multidiscipliarity developed in the last 60 years. The focus of trust research in theses different disciplines continues to be on the strategic organizational behavior between organizations and marketing themes.

3.3   *Objects of Trust Relationships*

This analysis is based on the second category of the meta-analysis (cp. Chapter 2). The database had the four defined columns: "Object 1", "sub-object 1", "object 2", and "sub-object 2" (cp. Figure 2). "Object 1" and "object 2" describe the overall categories for the trust relationship. "Sub-object 1" and "sub-object 2" describe the sub-categories for trust relationship.

The overall category denotation of the "objects" (e.g. "person", when a consumer, or "organization", when a supplier was interviewed) was achieved by the context, the hypotheses, or the questionnaire at the end of the articles.

808 articles can be allocated to the three overall "object" categories: Person, organization, and product/technology. Before explaining the three tangible definitions of the overall "object" – categories, a short discussion about a putative fourth "object" category is necessary.

Some studies analyze, for example, consumer's trust in an e-vendor. The "communication channel" or "virtual reality" seems to be a putative fourth "object" category in the meta-analysis. The reason why this consideration is rejected will be explained in the following paragraph.

Communication channels are not only defined as the conventional types of media, like TV, radio, journals, poster, advertisement in buses, stations or airports, and sponsoring, but also the Internet (cp. KOTLER ET AL. 2003, p. 861). In this article, the term "Internet" is broadened by the word "virtual reality"[9], according to COIFFET/BURDEA (2003, p. 3), in order to include terms like e-commerce, e-vendor, or virtual communities. Thus, virtual reality is a sub-category of the communication channel.

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[9] Virtual reality can be described as unifying realistic (or veridical) realities with artificial reality. It is a high-end user-computer interface that involves real-time simulations and interaction through multiple sensorial channels (COIFFET/BURDEA 2003, p. 3).

The communication channel or virtual reality is in fact a medium through which an organization appears and interacts (cp. SAINI/JOHNSON 2005, p. 362). The direct interaction takes part between the person or organization and the communication channel. However, the person or organization also indirectly interacts with another person or organization. Thus, the communication channel makes interaction possible. When, e.g. a consumer has trust in an online provider, the consumer will interact with the website of the service provider, so the website is the virtual illustration of the interacting partner. Consequently, the communication channel or virtual reality is defined as a medium which enables interactions between persons and organizations. For this reason, it will not be named as a further object category in the meta-analysis. In order to account for this information, an additional column with the mnemonic "CC/VR" is included in the database (cp. Chapter 2).

The object "person" stands for terms like one person (e.g. natural person, consumer, stakeholder) or group of people (e.g. team, group).

The object "organization" contains terms linked to an organization (e.g. firm, company, buyer, supplier) as well as to persons who represent an organization (e.g. frontline-employee, salesperson, representative). This allocation is important for several reasons. First and foremost, it is vital for the analysis of the relationship between a consumer and the organization. The contact between a consumer and an organization is often linked by a direct contact with salespersons. The classification of a salesperson as a person would lead to an omission of relevant facts in a consumer-firm relationship. Secondly, the relevant interpersonal joint variables with trust (e.g. trust in a front-line employee) in business with consumers will be included in the research model. Thirdly, studies show that consumers transfer the characteristics of a salesperson to organizations or brands. Trust in organization enhances customer's trust in the salespeople (cp. ANDALEEP/ANWAR 1996, p. 47). Fourthly, it was not often clear in the articles whether or not the supplier or buyer was an organization or a single person business. Lastly, the frontline-employees, salespersons, or representatives give organizational instruction (e.g. achievement of sales volumes) which leads to more sales orientated behavior. Thus, they pursue another goal which plays an important role in trust relationships because of the empirically proven negative affect of sales orientation on trust (cp. BEJOU ET AL. 1998, p. 174).

The third "object" category implies all terms linked to products and technologies (e.g. trust in money or software technology).

Of the 808 articles analyzed, only five articles fall under the "object" category product or technology. This extremely low number of articles can be attributed to the fact that trust objects are persons or person-like entities. The consideration to include and account for "trust in a product or technology" as a research gap is rejected. The reason for this low number most likely is due to the misunderstanding of the word "trust"; the more appropriate definition would have been "to have confidence in a product or technology" because performance-based information is the core of this special relationship and the object is not limited to a person-like entity (cp. EARLE/SIEGRIST 2006).

Consequently, the important contribution of the meta-analysis at this stage is that the "communication channel" must be seen as a medium for trust interactions and that trust objects are persons or organizations/person-like entities. This, in turn, assures the general possibility of reciprocal interaction between the objects because of their interactive character. Some researchers' definition of trust even implies that the interaction needs to be reciprocal (cp. BLOIS 1999, p. 201).

3.4   Categories of Trust Interactions and their Facets

Different trust interactions with different facets emphasize the need of differentiation in trust research.

The basic understanding of interaction between two interacting partners is reflected in the Game Theory. The goal of the Game Theory is the optimal definition of contracts between interacting partners concerning an allocation of resources, division of risks (under uncertainty), and behavioral control (cp. RASMUSEN 1994). In the course of trust and interaction, there are further favorite theories, like Transaction Cost Theory, Principle Agent Theory, Social Exchange Theory, Theory of Reasoned Action, Rational Choice Theory, and Resource Dependency Theory, that play an important role in explaining the relationship of further variables (e.g. opportunism) which are considered when discussing trust[10].

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[10] A suitable overview and the discussion of trust in the main mentioned theories is given by MÖLLERING (2006, p. 13).

Trust implies the possibility and precondition of interaction. The structure of trust interactions – the next contribution of the meta-analysis - clearly follows the definition of the trust objects discussed earlier. Consequently, there are three main types of interaction: Trust between persons (inter-personal or P2P), trust between organizations (inter-organizational or O2O), and trust between a person and an organization (inter-person-organization or P2O).

The statement by LARSON (1992, p. 77) that interorganizational trust (O2O) reflects interpersonal trust (P2P) is bisectional. It can be rejected. It is correct that an organization is an agglomeration of individuals. However, persons who are responsible for business relationships between organizations pursue an organizational goal which might, in turn, differ from their private goals. A superior organizational goal of interacting with another company, which will be traced by the management, will mirror the personal goals of each single manager. The goal congruence and likelihood of opportunistic behavior of the interacting partner is a critical factor in relationships (e.g. LEISEN/HYMAN 2004, p. 997; MARTIN/CAMARERO 2005, p. 92). This aspect of different objective function has also been picked up in the Game Theory by the calculations of equilibriums[11].

A quatrisectional structure is proposed by GANESAN/HESS 1997. Here, the focus is on Business-to-Business (B2B) trust research. They compose four distinct entities: 1) Interpersonal trust which exists between an individual buyer and a sales representative; 2) organizational trust which exists when buyer and sales representative have different levels of trust in the selling and buying organizations; 3) intraorganizational trust which exists between a buyer and the buying organization and a sales representative and the vendor organization; 4) interorganizational trust which comprises trust between organizations (cp. GANESAN/HESS 1997, p. 440). Transferring these categories from B2B to a global trust structure implies that the second and third dimensions merge into one category "trust between persons and organizations" (P2O). The separation of "trust in one's own organization" and "trust in a foreign organization" is then nothing but a sub-category. Therefore, a trisection seems to be the best solution.

After having introduced the trisection, an analysis of the frequencies concerning the interactions types will be given. Beginning with the communication channel, P2P, O2O, and P2O interactions will follow.

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[11] Equilibriums are pairs of strategies in which each player's strategy is the best response to the other's (cp. HOLLER/ILLING 2003, p. 57).

From the meta-analysis, it can be deduced that in 1998 the first articles focused on trust interactions through the medium of "communication channel". Since the year 2000, the special forms of these interactions have been given more attention in trust research (1998: 2 articles per year, 2005: 20 articles per year). In this very short time, the medium already includes approximately 15% of the research articles. This is primarily due to the fact that in the last years e-commerce became an important channel of business. Simply put, consumers are not interacting with salespersons in stores to the degree that they used to, but rather with the company's website. Trust in e-service-providers is one of the main reasons for online purchases (i.e. GEFEN ET AL. 2003, p. 307, GEFEN/STRAUB 2004, p. 417).

In inter-personal interactions only 2% of the trust articles include the medium "communication channel". But in 45% of the 808 articles, inter-personal relationships play a very important role in trust research. Inter-personal trust research can be separated into two interactive categories, differentiating between: 1) private interaction, which implies a relationship between persons outside an organization, e.g. partners (wife and husband), children, neighbours; and 2) business interaction, which implies a relationship between persons who belong to an organization, e.g. (new) employees, manager, and supervisor, to mention only a few.

27% of the overall trust articles focus on inter-organizational relationships. Approximately 1% of these take the communication channel into account. The following analyzed interactions can be separated into relationships between: 1) Internal interactions (organizations are joint), e.g. partner firms (alliance partner), parent, affiliate, and network firms and 2) external interactions (independent and separate organizations), e.g. buyer, supplier, and manufacturer, to mention only a few. Frequent interactions between organizations develop as a result of co-operations, supply chain businesses, or joint ventures.

The remaining 26% of the articles analyze interactions between persons and organizations. Nearly 50% of these articles include the communication channel. The meta-analysis shows that interactions between persons and organization can be divided into the following two categories : 1) Internal interaction, where the person belongs to the organization. This kind of category is also called "organizational trust" (cp. CALDWELL/CLAPHAM 2003), e.g. trust

of the employee in the organization he/she works for and 2) external interactions (person does not belong to the organization), e.g. trust by the consumer in a service-provider.

The following figure resumes trust interactions including and excluding the communication channel and represents the percentage of frequencies of interaction in trust research.
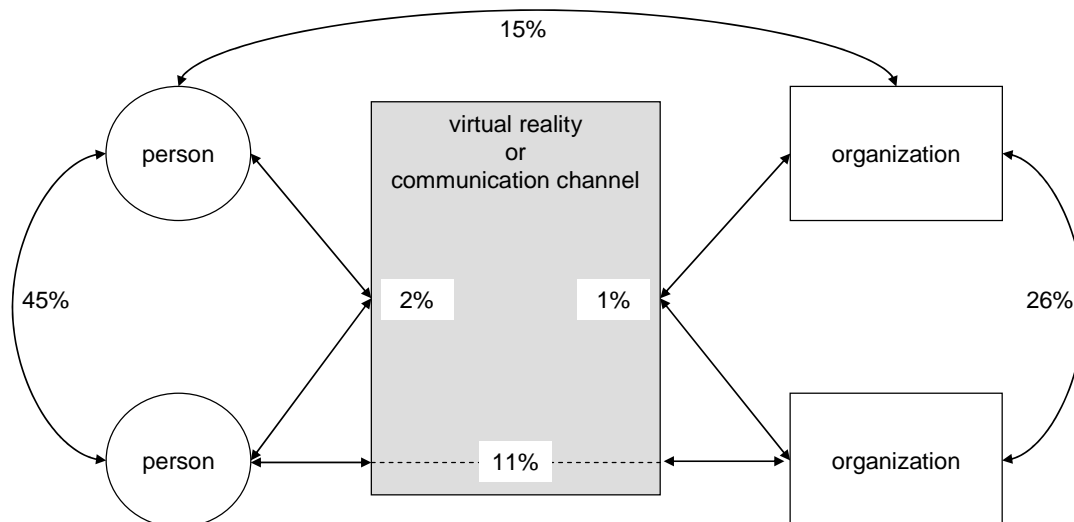
Figure 6: Categories and frequencies of listed trust interactions in %

To support the procedure of a trisection of trust interaction, the analysis of joint "key variables" – named in addition to trust in the abstract of trust articles - will improve the appreciation of trust facets. The key variables lead to different understandings of trust interaction characteristics. Depending on the interaction type (P2P, O2O, P2O), key variables adopt different relevant weight and thus place emphasis on the need for separating trust research in this trisection.

The next figure shows the frequencies of a cut-out[12] of the key variables in the trust concept. The order of the named key variables follows after their listed frequencies in all 808 trust articles.

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[12] Frequencies and not research results of the single trust articles were regarded for two reasons: 1) To include information from theoretical papers and 2) to avoid the confusion of research results in different contexts which would lead to distorted results. Key variables are chosen which were named in at least 2% of all 808 articles.

frequency of key variables in trust articles (in %)
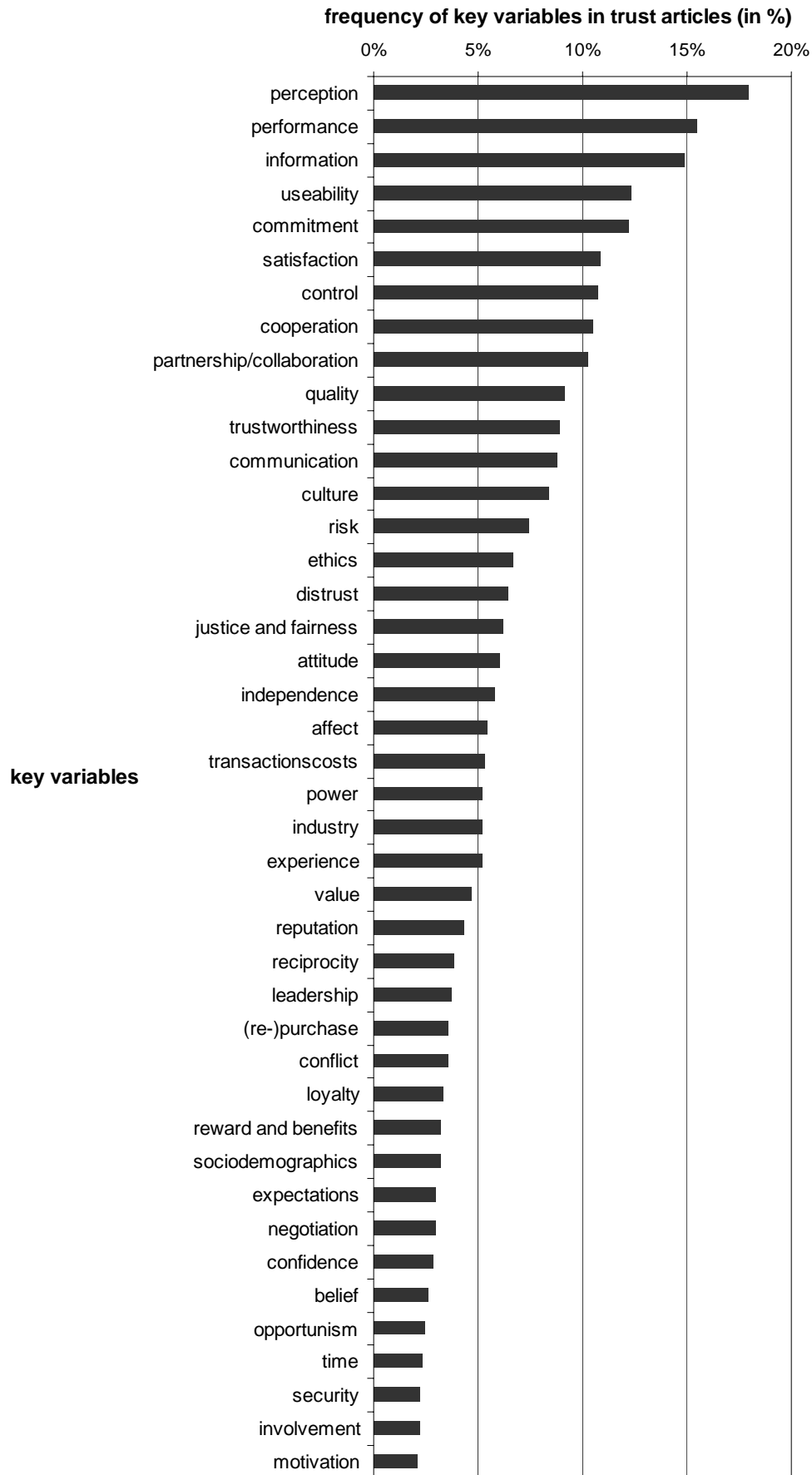
Figure 7: Key variables in trust research

A major result of the key variable analysis is the fact that all key variables actually play a role in all three trust interactions. Only the frequency of occurrence of each single key variable is different and leads to different facets of trust interaction characteristics.

To show the relevance of the trisection, some highlights of the importance of key variable analysis can be pointed out. The key variables which stand out for their special interaction (P2P, O2O or P2O) will be given below.

In interpersonal relationships (P2P) key variables, like performance, perception, information, communication, control, cooperation, and justice/fairness play a significant role in trust research (cp. Figure 8). Especially key variables, like communication, distrust, justice/fairness, leadership, socio-demographics (e.g. gender), and motivation play a more important role in P2P trust interactions, unlike the two other trust interactions.
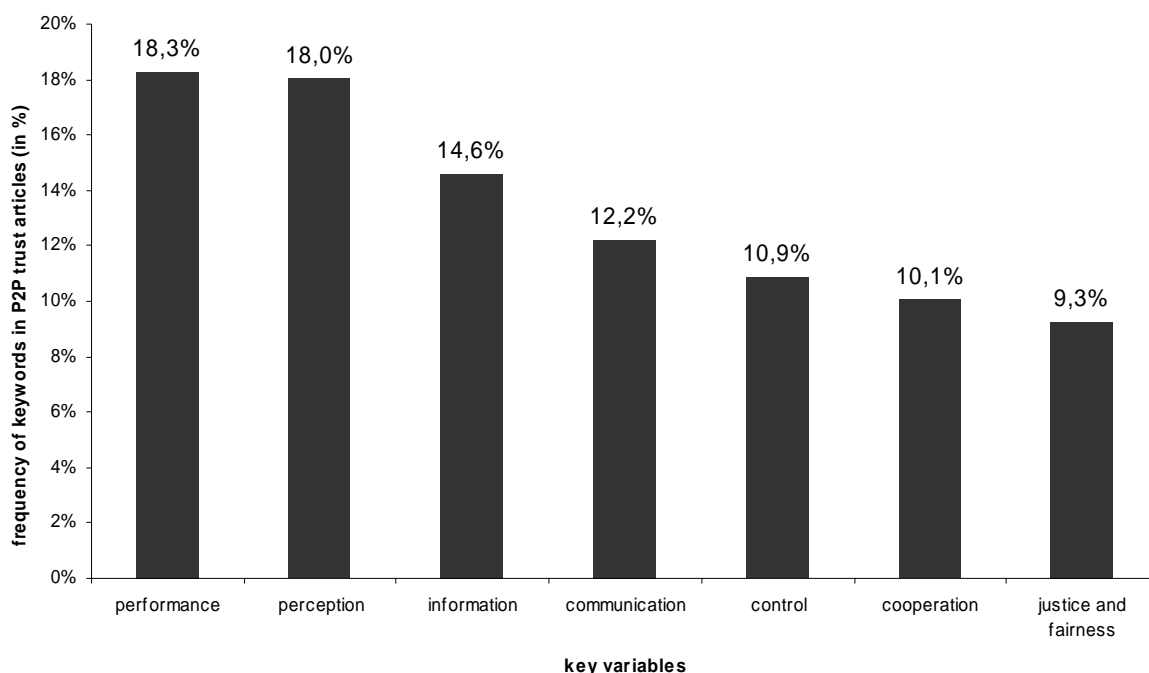
Figure 8: Frequencies of key variables in P2P trust research

Again, the meta-analysis shows that inter-organizational interactions (O2O) are especially marked by the importance of partnership/collaboration, commitment, cooperation, performance, useability, transactions costs, and control (cp. Figure 9). Furthermore, unlike the two other trust interactions (P2P and P2O), the key variables culture, independence, industry, and opportunism play a special role in O2O trust research.
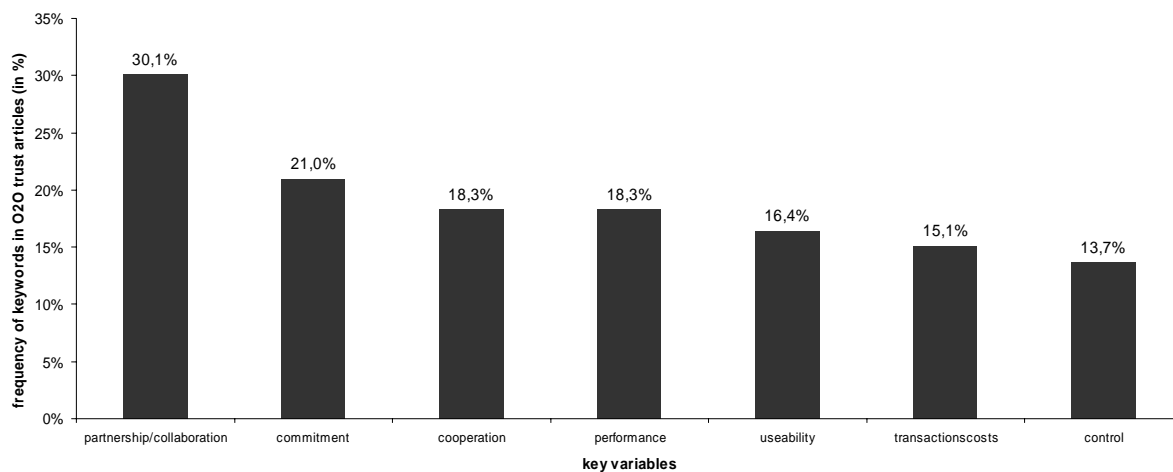
Figure 9: Frequencies of key variables in O2O trust research

In contrast to the other two relationships (P2P and O2O), P2O-interactions are affected by the perception of the organization, information, useability, satisfaction, perception of quality, trustworthiness of the organization, perception of risk.
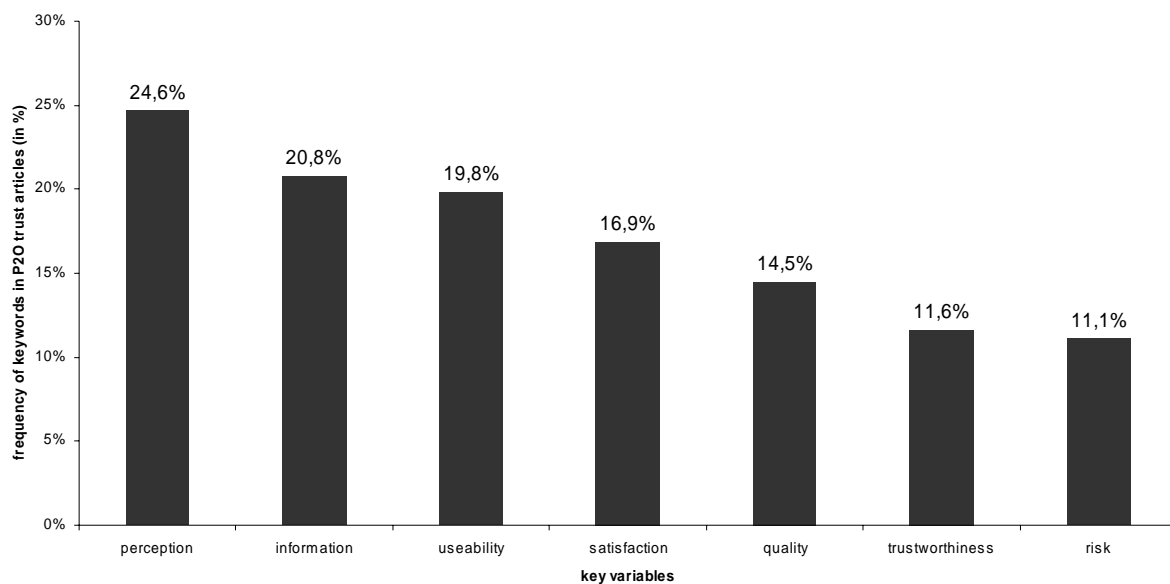
Figure 10: Frequencies of key variables in P2O trust research

This result shows that trust interaction differs in specific focal points.

4 Key Contributions and Future Research Directions

Key contributions of the meta-analysis show that there is a growing number of published trust articles. This might be due to competitive stress, ten relevant core articles, and that trust is realized to be a multidisciplinary construct in business research. Trust objects are persons or person-like entities. The communication channel can be defined as a mediator in trust research. Trust research can be structured into three interaction types P2P, O2O, and P2O. The occurrence of the three trust interactions depends on special "key variables".

In trust research there is still the need for a "Trust Theory". Through the analyzed joint key variables it can be shown that trust interactions have different characteristics. It can also be demonstrated, however, that they are all relevant in trust interaction. This leads to the perception that a "Trust Theory" must cover all mentioned key variables directly or in-directly. This critical knowledge gap is the core of this meta-analysis.

Gaps in trust research continue to exist. The first point to consider is a lack of a detailed analysis of the differentiation between "private and business" (in P2P) or "internal and external" interactions (in O2O, P2O). Does trust depend on hierarchy, distance of relationship, dependency of interacting partner or the distinction between private or business interaction? The second point to consider in order to achieve good model values is the analysis of trust measurement may vary depending upon the three interaction types.

Appendix

The following table is structured first concerning the interaction category (IntA – P2P, P2O, and O2O), second after the communication channel/virtual reality (CC/VR), and third after the name of authors.

Authors	Year	IntA	Sub-object 1	Sub-object 2	CC/ VR	P/ O	Key Words	CI	Journal	Subject area	VHB 03
Brown, Houghton G.; Poole, Scott M.; Rodgers, Thomas L.	2004	P2P	individual	individual	CC/ VR		use, affect, communication, power, trustworthiness		Journal of Management Information System	F&A	B
Cassell, Justine; Bickmore, Timothy	2000	P2P	individual	embodied interface agent	CC/ VR		use, trustworthiness		Communications of the ACM	MIS, KM	B
Castelfranchi, Cristiano; Tan, Yao-Hua	2002	P2P	human agent	artifical agent, virtual environment	CC/ VR		trustworthiness		International Journal of Electronic Commerce	MIS, KM	A
Gallivan Michael J.	2001	P2P	individual	group	CC/ VR	O	control, cooperation, performance	3	Information Systems Journal	MIS, KM	B
Grabowski, Martha; Roberts, Karlene H.	1999	P2P	individual	individual	CC/ VR	O	communication, culture, performance, risk	4	Organization Science	OS/OB, HRM, IR	A
Jarvenpaa, Sirkka L.; Knoll, Kathleen; Leidner, Dorothy E.	1998	P2P	individual	individual	CC/ VR	O	communication, coordination, integrity, perception, trust propensity		Journal of Management Information System	F&A	B
Jarvenpaa, Sirkka L.; Leidner, Dorothy E.	1999	P2P	individual	team	CC/ VR		experience, communication, culture, space, time	19	Organization Science	OS/OB, HRM, IR	A
Jarvenpaa, Sirkka L.; Shaw, Thomas R.; Staples, Sandy D.	2004	P2P	indiviuals	global virtual teams	CC/ VR	O	affect, cohesiveness, communication, (in-)dependence, information, perception, performance	1	Information Systems Research	MIS, KM	A

Author	Year						Keywords		Journal	Field	Rank
Leimeister, Jan Marco; Ebner, Winfried; Krcmar, Helmut	2005	P2P	individual	virtual community	CC/VR		experience, competence, perception		Journal of Management Information Systems	MIS, KM	B
Naquin, Charles E.; Paulson, Gaylen D.	2003	P2P	individual	online negotiations	CC/VR		confidence, expectations, negotiation, performance, quality, satisfaction	8	Journal of Applied Psychology	Psychology	A
Paul, David L.; McDaniel Jr., Reuben R.	2004	P2P	individual	individual	CC/VR		competence, (in-)dependence, partnership and collaboration, performance	2	MIS Quarterly	MIS, KM	A
Piccoli, Gabriele; Ives, Blake	2003	P2P	team	team	CC/VR		control, goal congruence, perception	6	MIS Quarterly	MIS, KM	A
Radcliffe, Larry L.; Schniederjans, Marc J.	2003	P2P	individual	individual	CC/VR		information		Management Decision	Gen&Strat	B
Raghuram, Sumita; Gamd, Raghu; Wiesenfeld, Batia; Gupta, Vipin	2001	P2P	organization member	supervisor	CC/VR	O	experience, (in-)dependence, sociodemographics		Journal of Management	Gen&Strat	B
Rämö, Hans	2004	P2P	organization member	person	CC/VR	O	communication, control, power, quality		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Stewart, Katherine J.; Gosain, Sanjay	2006	P2P	team member	team member	CC/VR		beliefs, communication, control, motivation, quality		MIS Quarterly	MIS, KM	A
Waither, Joseph B.; Bunz, Ulla	2005	P2P	individual	person, member of virtual group	CC/VR		communication, information, likeability and liking, performance		Journal of Communication	Comm	B
Xianjun, Geng; Whinston, Andrew B.; Zhang, Han	2004	P2P	individual	individual	CC/VR		information		Journal of Management Information System	F&A	B

Yu, Ting; Winslett, Marianne; Seamons, Kent E.	2003	P2P	individual	individual	CC	O	use, cooperation, information, negotiation		ACM Transactions on Information Systems	MIS, KM	B
Abbink, Klaus; Irlenbusch, Bernd	2000	P2P	individual	individual			reciprocity	9	Journal of Economic Behavior & Organization	Economics	A
Abele, Susanne; Bless, Herbert; Ehrhart, Karl-Martin	2004	P2P	individual	individual			perception, time		Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Adler, Paul S.	2001	P2P	individual	individual		O	authority, price	38	Organization Science	OS/OB, HRM, IR	A
Albrecht, Simon; Travaglione, Anthony	2003	P2P	employee	senior management		O	affect, commitment, communication, justice and fairness	1	International Journal of Human Resource Management	OS/OB, HRM, IR	B
Alderfer, Clayton P.; Brown, Dave L.	1972	P2P	investigator	organisation members		O	acceptance, awareness, information, satisfaction	2	Journal of Applied Psychology	Psychology	A
Alesina, Alberto; La Ferrara, Eliana	2002	P2P	individual	individual			experience, distrust	11	Journal of Public Economics	Economics	A+
Alge, Bradley J.; Ballinger, Gary A.; Green, Stephen G.	2004	P2P	team leader	employee/ subordinate		O	expectations, (in-)dependence, performance		Personnel Psychology	OS/OB, HRM, IR	B
Alge, Bradley J.; Wiethoff, Carolyn; Klein, Howard J.	2003	P2P	team member	team member		O	experience, communication, (in-)dependence, information, quality	6	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Ambrose, Mauree L.; Schminke, Marshall	2003	P2P	organization member	organization member		O	justice and fairness, perception	14	Journal of Applied Psychology	Psychology	A
Ammeter, Anthony P.; Douglas, Ceasar; Ferris, Gerald R.; Goka, Heather	2004	P2P	individual	individual		O	(in-)dependence, responsibility	2	Human Resource Management Review	OS/OB, HRM, IR	B
Anderhub, Vital; Engelmann, Dirk; Gü, Werner	2002	P2P	individual	individual			cooperation, reciprocity, reputation	2	Journal of Economic Behavior & Organization	Economics	A

Anderson, Cameron; Thompson, Leigh L.	2004	P2P	individual	individual			affect, communication, cooperation, emotion, negotiation, power, quality		Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Anheier, Helmut; Kendall, Jeremy	2002	P2P	person	person			transaction costs		The British Journal of Sociology	Sociology	A
Appelbaum, Steven; Everard Andrea; Hung, Loretta T. S.	1999	P2P	manager	employee		O	communication, involvement and participation, leadership		Management Decision	Gen&Strat	B
Appelbaum, Steven; Bartolomucci, Nicolas; Beaumier, Erika; Boulanger, Jonathan; Corrigan, Rodney; Doré, Isabelle; Girard, Chrystine; Serroni, Carlo	2004	P2P	employee	manufacturer		O	culture, leadership, satisfaction		Management Decision	Gen&Strat	B
Arjoon, Surendra	2005	P2P	corporate member	corporate member		O	confidence, ethics, responsibility		Journal of Business Ethics	OS/OB, HRM, IR	B
Aryee, Samuel; Budhwar, Pawan S.; Chen, Zhen X.	2002	P2P	employee	supervisor, employer		O	attitude, commitment, performance, satisfaction	26	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Atkinson, Sally	2004	P2P	manager	manager		O	distrust		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Atkinson, Sally; Butcher, David	2003	P2P	manager	manager		O	communication, motivation	2	Journal of Managerial Psychology	OS/OB, HRM, IR	B
Atuahene-Gima, Kwaku; Li, Haiyang	2002	P2P	salespeople	supervisee		O	performance	22	Journal of Marketing	Marketing	A+
Atuahene-Gima, Kwaku; Li, Haiyang	2006	P2P	salespeople	supervisee		O	commitment, control		Journal of Product Innovation Management	Innovation	B

Babin, Barry J.; Boles, James S.; Robin, Donald P.	2000	P2P	employee	individual		O	commitment, communication, ethics, perception, responsibility, satisfaction	9	Journal of the Academy of Marketing Science	Marketing	A
Baker, Sherry	2002	P2P	individual	professions			communication, ethics	1	Journal of Business Ethics	OS/OB, HRM, IR	B
Banai, Moshe; Reisel, William D.	1999	P2P	manager	superior		O	nationality and ethnicity		International Journal of Human Resource Management	OS/OB, HRM, IR	B
Barney, Jay B.; Hansen, Mark H.	1994	P2P	individual	individual			transaction costs, trustworthiness	104	Strategic Management Journal	Gen&Strat	A
Barr, Abigail	2003	P2P	villager	villager			expectations, trustworthiness	3	Economic Journal	Economics	A
Barrett, Michael; Cooper, David J.; Jamal, Karim	2005	P2P	individual	subordinate		O	coordination	2	Accounting, Organizations and Society	F&A	A+
Bauer, Tayla N.; Green, Stephen G.	1996	P2P	subordinates	supervisors		O	similiarity, leadership, performance, sociodemographics	22	Academy of Management Journal	Gen&Strat	A+
Becerra, Manuel; Gupta, Anil K.	2003	P2P	senior manager	senior manager		O	communication, perception, trustworthiness	3	Organization Science	OS/OB, HRM, IR	A
Berg, Joyce; Dickhaut, John; McCabe, Kevin	1995	P2P	individual	individual			control, reciprocity, reputation		Games and Economic Behavior	Economics	A
Bews, Neville F.; Rossouw, Gedeon J.	2002	P2P	individual	individual		O	industry, ethics, trustworthiness	3	Journal of Business Ethics	OS/OB, HRM, IR	B
Bhattacharya, Rajeev; Devinney, Timothy M.; Pillutla, Madan M.; Devinney, Timothy M.	1998	P2P	individual	individual				23	Academy of Management Review	Gen&Strat	A
Bigley, Gregory A.; Pearce, Jone L.	1998	P2P	individual	individual		O	distrust	33	Academy of Management	Gen&Strat	A

									Review		
Bijlsma-Frankema, Katinka	2004	P2P	manager	individual		O	experience, control, cooperation, culture, distrust	1	Journal of Managerial Psychology	OS/OB, HRM, IR	B
Bligh, Michelle C.; Pearce, Craig L.; Kohles, Jeffrey C.	2006	P2P	leadership	team member			familiarity, commitment, leadership, likeability and liking, value		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Bluhm, Louis H.	1987	P2P	individual	individual			ethics, (in-)dependence, distrust, perception, value	3	Journal of Business Ethics	OS/OB, HRM, IR	B
Blunsdon, Betsy; Reed, Ken	2003	P2P	employee	management		O	industry, affect	3	International Journal of Human Resource Management	OS/OB, HRM, IR	B
Boeckmann, Robert J.; Tyler, Tom R.	2002	P2P	citizen			P	attitude, involvement and participation	1	Journal of Applied Social Psychology	Psychology	A
Bogenrieder, Irma; Nooteboom, Bait	2004	P2P	learning group	learning group			affect, career, performance, reputation, risk	2	Organization Studies	OS/OB, HRM, IR	A
Bohnet, Iris; Huck, Steffen	2004	P2P	individual	individual		O	experience, information, reputation, trustworthiness		American Economic Review	Economics	A+
Bohnet, Iris; Zeckhauser, Richard	2004	P2P	individual	stranger			distrust, risk	3	Journal of Economic Behavior & Organization	Economics	A
Bonoma, Thomas V.; Johnston, Wesley J.	1979	P2P	male, female	own person			control, risk	2	Decision Sciences	OR, MS &POM	B
Boone, Christophe; De Brabander, Bert	1993	P2P	individual	own person		P	communication, control, leadership, perception, performance	5	Strategic Management Journal	Gen&Strat	A
Bouty, Isabelle	2000	P2P	scientist	scientist				26	Academy of Management Journal	Gen&Strat	A+

Bower, Anthony G.; Garber, Steven	1997	P2P	principal	agent			cooperation, reputation	2	International Journal of Industrial Organization	OS/OB, HRM, IR	A
Bowie, Norman E.	1985	P2P	individual	individual			cooperation, justice and fairness, negotiation, value	2	Journal of Business Ethics	OS/OB, HRM, IR	B
Bowles, Samuel; Gintis, Herbert	2004	P2P	neighbor	neighbor			cooperation, ethics, nationality and ethnicity	4	Journal of Economic Behavior & Organization	Economics	A
Brashear, Thomas G.; Boles, James S.; Bellenger, Danny N.; Brooks, Charles M.	2003	P2P	salesmanager	salesperson		O	commitment, satisfaction	5	Journal of the Academy of Marketing Science	Marketing	A
Brewster, Chris; Scullion, Hugh	1997	P2P	individual	management		O	control	19	Human Resource Management Journal	OS/OB, HRM, IR	B
Brien, Andrew	1998	P2P	employee	trust in profession		O	culture, ethics, leadership, trustworthiness	11	Journal of Business Ethics	OS/OB, HRM, IR	B
Brockner, Joel; Siegel, Phyllis A.; Daly, Joseph P.; Tyler, Tom; Martin, Christopher	1997	P2P	employee	Organizational authorities		O	authority	44	Administrative Science Quarterly	Gen&Strat	A+
Brockner, Joel; Wiesenfeld, Batia M.; Martin, Christopher L.	1995	P2P	employee	individual		O	justice and fairness	25	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Brower, Holly H.; Schoorman, David F.; Tan, Hwee H.	2000	P2P	leader	subordinate		O	integrity, leadership, perception	10	Leadership Quarterly	OS/OB, HRM, IR	B
Brown, Michael E.; Treviño, Linda K.; Harrison, David A.	2005	P2P	employee	leader		O	ethics, justice and fairness, leadership, perception, satisfaction	2	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Browne, James A.; Howarth, Edgar	1997	P2P	individual	individual		P		3	Multivariate Behavioral Research	Psychology	A

Brownlie, Julie; Howson, Alexandra	2005	P2P	individual	general trust		P			Sociology	Sociology	B
Bstieler, Ludwig	2006	P2P	product manager	product manager		O	communication, conflict, justice and fairness, performance		Journal of Product Innovation Management	Innovation	B
Buchan, Nancy R.; Croson, Rachel T. A.; Dawes, Robyn M.	2002	P2P	individual	own, nationality			culture, reciprocity	5	American Journal of Sociology	Sociology	A
Bunker, Barbara B.; Alban, Billie T.; Lewicki, Roy J.	2004	P2P	team member	team member		O	conflict		Journal of Applied Behavioral Science	Psychology	B
Burks, Stephen V.; Carpenter, Jeffrey P.; Verhoogen, Eric	2003	P2P	individual	individual			reciprocity, trustworthiness	2	Journal of Economic Behavior & Organization	Economics	A
Burnham, Terence; McCabe, Kevin	2000	P2P	individual	individual			use, trustworthiness	2	Journal of Economic Behavior & Organization	Economics	A
Buskens, Vincent	2003	P2P	individual	individual			control, culture, information		Games and Economic Behavior	Economics	A
Butler, John K., Jr.	1999	P2P	manager	manager		O	expectations, information, negotiation, quantity	11	Group & Organization Management	OS/OB, HRM, IR	B
Butler, John K., Jr.	1995	P2P	student	student			conflict, information, distrust		Group & Organization Management	OS/OB, HRM, IR	B
Butler, John K., Jr.	1991	P2P	manager	employee		O	expectations, reliability	1	Journal of Management	Gen&Strat	B
Butler, John K., Jr.	1986	P2P	male	female			affect, control, perception		Journal of Social Psychology	Psychology	A
Caldwell, Cam; Karri, Ranjan	2005	P2P	employee	individual		O	confidence, control, ethics, expectations, performance, stewardship	2	Journal of Business Ethics	OS/OB, HRM, IR	B

Cammann, Cortlandt; Lawler III, Edward E.	1973	P2P	worker	management		O	attitude, performance		Journal of Applied Psychology	Psychology	A
Carpenter, Jeffrey P.; Daniere, Amrita G.; Takahashi, Lois M.	2004	P2P	individual	individual			cooperation, culture	3	Journal of Economic Behavior & Organization	Economics	A
Casadesus-Masanell, Ramon	2004	P2P	principal	agent			altruism, ethics, risk, trustworthiness		Journal of Economics & Management Strategy	Economics	A
Chami, Ralph; Fullenkamp, Connel	2002	P2P	co-worker	co-worker		O	use, altruism, information, satisfaction	4	Journal of Banking & Finance	F&A	A
Chan, Marjorie	2003	P2P	worker	manager		O	control, distrust		Journal of Business Ethics	OS/OB, HRM, IR	B
Chattopadhyay, Prithviraj	1999	P2P	employee	peers		O	nationality and ethnicity, sociodemographics	31	Academy of Management Journal	Gen&Strat	A+
Chattopadhyay, Prithviraj; George, Elizabeth	2001	P2P	employee	peer		O	altruism	14	Journal of Applied Psychology	Psychology	A
Chell, Elizabeth; Tracey, Paul	2005	P2P	owner, managers	first line managers (supervisors)		O	competence, expectations		Human Relations	OS/OB, HRM, IR	B
Chen, Chao C.;Chen, Ya-Ru; Xin, Katherine	2004	P2P	employee	manager		O	justice and fairness		Organization Science	OS/OB, HRM, IR	A
Chenhall, Robert H.; Langfield-Smith, Kim	2003	P2P	employee	manager		O	commitment, control, performance, value	2	Journal of Management Accounting Research	F&A	B
Child, John; Möllering, Guido	2003	P2P	manager	local staff		O	confidence, performance	11	Organization Science	OS/OB, HRM, IR	A
Childers, Terry L..; Skinner, Steven J.	1996	P2P	individual	respondents			commitment, cooperation	2	Psychology & Marketing	Marketing	B
Choi, Chong J.; Lee, Soo H.; Kim, Jai B.	1999	P2P	individual	individual			transaction costs	5	Journal of International Business Studies	Gen&Strat	A

Choi, Nak H.; Dixon, Andrea L.; Jung, Jae M.	2004	P2P	salesperson	supervisor		O	affect, control, information, involvement and participation		Journal of Personal Selling & Sales Management	Marketing	B
Clark, Murray C., Payne, Roy L.	1997	P2P	employee	manager/ management		O	use, distrust	12	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Clegg, Chris; Unsworth, Kerrie; Epitropaki, Olga; Parker, Giselle	2002	P2P	employee	management		O	use	4	Journal of Occupational & Organizational Psychology	OS/OB, HRM, IR	A
Cochard, François; Nguyen Van, Phu; Willinger, Marc	2004	P2P	trustor	trustee					Journal of Economic Behavior & Organization	Economics	A
Colombo, Ferdinando; Merzoni, Guido	2006	P2P	principle	agent			commitment, information, value		Journal of Economic Behavior & Organization	Economics	A
Colquitt, Jason A.; Scott, Brent A.; Judge, Timothy A.; Shaw, John C.	2006	P2P	individual	personality		P	justice and fairness, performance, risk		Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Cox, James C.	2004	P2P	individual	individual			affect, altruism, information, reciprocity		Games and Economic Behavior	Economics	A
Coyle-Shapiro, Jacqueline A-M.	2002	P2P	employee	employer		O	involvement and participation, justice and fairness, reciprocity	3	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Crittenden, Victoria; Woodside, Arch G.	2006	P2P	manager	employee		O	communication, conflict, coordination		Journal of Business Research	Marketing	B
Cummins, Robert C.	1971	P2P	leader	worker		O	leadership, performance, quality	2	Journal of Applied Psychology	Psychology	A
Cunha, Miguel P. E.; Kamoche, Ken; Marziliano, Nicola; Da Cunha, João V.	2003	P2P	teamworkers	teamworkers		O	commitment, control, performance, power		International Studies of Management & Organization	OS/OB, HRM, IR	B

Cunningham, Barton J.; MacGregor, James	2000	P2P	employee	supervisor		O	justice and fairness, perception, performance, quality, satisfaction	8	Human Relations	OS/OB, HRM, IR	B
Dahl, Tor	1989	P2P	individual	employees		O	ethics, information, quality, value		Journal of Business Ethics	OS/OB, HRM, IR	B
Dahlstrom, Robert; Nygaard, Arne	1995	P2P	individual	individual			control, performance		Journal of Retailing	Marketing	A
Davis, James H.; Schoorman, David F.; Mayer, Roger C.; Tan, Hwee H.	2000	P2P	employee	managers		O	industry, performance	13	Strategic Management Journal	Gen&Strat	A
De Cremer, David; DeWitte, Siegfried	2002	P2P	individual	personality, general trust		P			Journal of Social Psychology	Psychology	A
De Dreu, Carsten K.W.; Giebels, Ellen; Van de Vliert, Evert	1998	P2P	individual	negotiator			conflict, cooperation, information, negotiation		Journal of Applied Psychology	Psychology	A
De Ridder, Jan A.	2004	P2P	employee	management		O	attitude, commitment, communication, quality		Human Resource Management Journal	OS/OB, HRM, IR	B
DeGroot, Timothy; Motowidlo, Stephan J.	1999	P2P	individual	individual		O	affect, performance	2	Journal of Applied Psychology	Psychology	A
Deluga, Ronald J.	1994	P2P	supervisor	member		O	justice and fairness, perception, quality	6	Journal of Occupational & Organizational Psychology	OS/OB, HRM, IR	A
Dietz, Graham	2004	P2P	individual	individual		O	partnership and collaboration	1	Human Resource Management Journal	OS/OB, HRM, IR	B
Dirks, Kurt T.	2000	P2P	team	leader		O	leadership, performance	18	Journal of Applied Psychology	Psychology	A
Dirks, Kurt T.	1999	P2P	group member	group member		O	affect, performance	19	Journal of Applied Psychology	Psychology	A
Dirks, Kurt T.; Ferrin, Donald L.	2002	P2P	employee	leadership		O	beliefs, leadership		Journal of Applied Psychology	Psychology	A

Dirks, Kurt T.; Ferrin, Donald L.	2001	P2P	employee	individual		O	affect, attitude, perception, performance	37	Organization Science	OS/OB, HRM, IR	A
Dodgson, Mark	1993	P2P	scientists, engineer	manager		O	culture, partnership and collaboration	33	Human Relations	OS/OB, HRM, IR	B
Doucette, William R.	1997	P2P	group member	group member		O	commitment, information, satisfaction		Journal of Business Research	Marketing	B
Driscoll, James W.	1978	P2P	team member	department, head of school, college president			perception, satisfaction	21	Academy of Management Journal	Gen&Strat	A+
Duarte, Neville T., Goodson, Jane R.	1993	P2P	employee	supervisor		O	performance	10	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Dunn, Jennifer R.; Schweitzer, Maurice E.	2005	P2P	individual	trustee			affect, control	1	Journal of Personality & Social Psychology	Psychology	A+
Earle, Timothy C.; Siegrist, Michael	2006	P2P	individual	individual			similiarity, confidence, control, cooperation, information, performance, value		Journal of Applied Social Psychology	Psychology	A
Earley, P. Christopher	1986	P2P	worker	supervisor		O	industry, critic, perception, performance, praise	2	Journal of Management	Gen&Strat	B
Eberl, Peter	2004	P2P	employee	employee		O	bonding, control		Schmalenbach Business Review	Gen&Strat	B
Eckel, Catherine C.; Wilson, Rick K.	2004	P2P	individual	individual			attitude, control, risk	1	Journal of Economic Behavior & Organization	Economics	A
Edwards, Jeremy S; Kidd, John B.	2003	P2P	individual	individual			information, negotiation	3	Journal of the Operational Research Society	OR, MS &POM	B

Elangovan, A.R.; Shapiro, Debra L.	1998	P2P	firm member	firm member		O	distrust, opportunism	25	Academy of Management Review	Gen&Strat	A
Engle-Warnick, Jim; Slonim, Robert L.	2006	P2P	trustee	trustor			affect, trustworthiness		Games and Economic Behavior	Economics	A
Engle-Warnick, Jim; Slonim, Robert L.	2004	P2P	individual	individual		O	experience	2	Journal of Economic Behavior & Organization	Economics	A
Fahr, René; Irlenbusch, Bernd	2000	P2P	trustee	trustor			justice and fairness, reciprocity	3	Economics Letters	Economics	A
Falk, Dennis R.; Johnson, David W.	1977	P2P	group member	group member			communication, satisfaction	1	Journal of Social Psychology	Psychology	A
Farh, Jiing-Lih; Tsui, Anne S.; Xin, Katherine; Cheng, Bor-Sbiuan	1998	P2P	subordinate	supervisor		O	similiarity, partnership and collaboration, sociodemographics		Organization Science	OS/OB, HRM, IR	A
Farrell, Mark A.	2003	P2P	employee	management		O	commitment		Journal of Strategic Marketing	Marketing	B
Farris, George F.; Senner, Eldon E.; Butterfield, Anthony D.	1973	P2P	individual	own		O	experience, culture, satisfaction	1	Industrial Relations	OS/OB, HRM, IR	A
Fehr, Ernst; Fischbacher, Urs; Kosfeld, Michael	2005	P2P	individuals	own		P	affect, perception, risk	1	American Economic Review	Economics	A+
Ferrante, Claudia J.	2006	P2P	worker	group, management		O	information, performance		Journal of Engineering and Technology Management	Innovation	A
Ferres, Natalie; Connell, Julia; Travaglione, Anthony	2004	P2P	employee	employee		O	attitude, commitment, perception, reward and benefits	1	Journal of Managerial Psychology	OS/OB, HRM, IR	B
Ferrin, Donald L.; Dirks, Kurt T.	2003	P2P	individual	partner		P	use, cooperation, perception, reward and benefits, trustworthiness	8	Organization Science	OS/OB, HRM, IR	A

Fichman, Mark	2003	P2P	employee	individual		O	altruism, cooperation, culture, justice and fairness, reciprocity	1	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Fisman, Raymond; Khanna, Tarun	1999	P2P	individual	individual		O	communication, information, value	4	Journal of Economic Behavior & Organization	Economics	A
Flaherty, Karen K.; Pappas, James M.	2000	P2P	salesperson	salesmanager		O	commitment, justice and fairness, perception, satisfaction	3	Journal of Personal Selling & Sales Management	Marketing	B
Forster, Thomas H.; Nilakant, Venkataraman	2005	P2P	individual	individual		O	culture, performance		Journal of Applied Behavioral Science	Psychology	B
Franklin, Kathryn M.; Janoff-Bulman, Ronnie; Roberts, John E.	1990	P2P	individual	individual			sociodemographics		Journal of Personality & Social Psychology	Psychology	A+
Frey, Robert L., Jr.; Adams, Stacy J.	1972	P2P	management spokesman	management spokesman			conflict, cooperation, negotiation, perception		Journal of Experimental Social Psychology	Psychology	A
Friedler, Eran; Lahava, Ori; Jizhakib, Hagar; Lahavc, Tali	2006	P2P	individual	authorities			affect, attitude, authority, awareness, perception, sociodemographics		Journal of Environmental Management	Economics	A
Friedman, Hershey H.; Santeramo, Michael J.; Traina, Anthony	1978	P2P	individual	celebrities			control, information, trustworthiness	4	Journal of the Academy of Marketing Science	Marketing	A
Fulk, Janet; Brief, Arthur P.; Barr, Steve H.	1985	P2P	employee	supervisor		O	communication, justice and fairness, distrust, perception, performance	2	Journal of Business Research	Marketing	B
Gächter, Simon; Herrmann, Benedikt; Thöni, Christian	2004	P2P	individual	individual			affect, attitude, cooperation, justice and fairness	1	Journal of Economic Behavior & Organization	Economics	A
Gaines, Janet H.	1980	P2P	individual	superior		O	industry, affect, communication	4	Human Relations	OS/OB, HRM, IR	B

Gaines, Stanley O., Jr.; Lyde, Michael D.; Panter, A. T.; Steers, Neil W.; Rusbult, Caryl E.; Cox, Chante L.; Wexler, Michael O.	1997	P2P	individual	individual				Journal of Personality & Social Psychology	Psychology	A+
Giacobbe-Miller, Jane	1995	P2P	individual	arbitrator/ third party	O	control, justice and fairness, negotiation, perception, power, value	7	Personnel Psychology	OS/OB, HRM, IR	B
Glaeser, Edward L.; Laibson, David I.; Scheinkman, José A.; Soutter, Christine L.	2000	P2P	individual	individual		nationality and ethnicity, trustworthiness	45	Quarterly Journal of Economics	Economics	A+
Goel, Sanjay; Bell, Geoffrey G.; Pierce, Jon L.	2005	P2P	trustor	trustee		use, culture, (in-)dependence, distrust, perception, power, risk, value	1	Journal of Business Ethics	OS/OB, HRM, IR	B
Gómez, Carolina; Rosen, Benson	2001	P2P	employee	manager	O	perception, quality		Group & Organization Management	OS/OB, HRM, IR	B
Gopinath, C.; Becker, Thomas E.	2000	P2P	employee	new ownership	O	attitude, commitment, communication, justice and fairness, perception	10	Journal of Management	Gen&Strat	B
Gordon, Alexa L.	1996	P2P	team member	team member	O	industry, conflict, culture, partnership and collaboration		Journal of International Business Studies	Gen&Strat	A
Gordon, Leonard V.	1973	P2P	personnel	patient		confidence, reward and benefits	1	Journal of Applied Psychology	Psychology	A
Gould-Williams, Julian	2003	P2P	individual	management and workers	O	commitment, perception, performance, satisfaction		International Journal of Human Resource Management	OS/OB, HRM, IR	B
Grey, Chris; Garsten, Christina	2001	P2P	individual	individual	O	control, culture, power		Organization Studies	OS/OB, HRM, IR	A
Grimes, Andrew J.	1978	P2P	employee	manager	O	authority, control, leadership, power		Academy of Management Review	Gen&Strat	A
Guerra, Gerardo A.; Zizzo, Daniel J.	2004	P2P	individual	individual		use, beliefs, manipulation		Journal of Economic	Economics	A

									Behavior & Organization		
Gurtman, Michael B.	1992	P2P	individual	individual			distrust	3	Journal of Personality & Social Psychology	Psychology	A+
Hall, Angela T.; Blass, Fred R.; Ferris, Gerald R.; Massengale, Randy	2004	P2P	stakeholder	leader		O	affect, leadership, perception, performance, reputation, risk		Leadership Quarterly	OS/OB, HRM, IR	B
Halliday, Sue V.; Hogarth-Scott, Sandra	2000	P2P	pregnant women	professionals			expectations, information, perception, satisfaction, value	1	Journal of Applied Management Studies	Gen&Strat	B
Hanlon, Gerard	2004	P2P	individual	individual		O	control, reputation	2	Organization	OS/OB, HRM, IR	A
Hanlon, Gerard	1998	P2P	individual	individual			culture, power	10	Sociology	Sociology	B
Hart, Paul; Saunders, Carol	1997	P2P	individual	individual			use, coordination, information, partnership and collaboration, power	47	Organization Science	OS/OB, HRM, IR	A
Higgins, Susan H.	1996	P2P	labor	management		O	ethics, performance, quality		Journal of Business Ethics	OS/OB, HRM, IR	B
Ho, Teck-Hua; Weigelt, Keith	2005	P2P	individual	individual			affect, opportunism, trustworthiness		Management Science	OR, MS &POM	A+
Hoecht, Andreas	2004	P2P	individual	individual		O	industry, control, information, partnership and collaboration, reputation, risk		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Hoerl, Richard T.	1974	P2P	individual	group					Human Relations	OS/OB, HRM, IR	B
Holm, Håkan J.; Danielson, Anders	2005	P2P	individual	individual			power		Economic Journal	Economics	A
Holm, Håkan; Nystedt, Paul	2005	P2P	individual	individual			sociodemographics		Journal of Economic Behavior & Organization	Economics	A

Hosmer, Larue T.	1995	P2P	individual	individual		O	ethics	107	Academy of Management Review	Gen&Strat	A
Hubbard, Nancy; Purcell, John	2001	P2P	employee	management action		O	use, communication, culture, expectations, information, quality, time	2	Human Resource Management Journal	OS/OB, HRM, IR	B
Huff, Lenard; Kelley, Lane	2005	P2P	manager	individual		P	affect, customer orientation, culture		Journal of Business Research	Marketing	B
Huff, Lenard; Kelley, Lane	2003	P2P	manager	individual		P	industry, commitment, culture, trustworthiness	6	Organization Science	OS/OB, HRM, IR	A
Hunt, Len M.; McFarlane, Bonita L.	2006	P2P	individual	group, decision-makers					Journal of Environmental Management	Economics	A
Hwang, Peter	2006	P2P	individual	individual			cooperation, fear		Journal of Economic Behavior & Organization	Economics	A
Hwang, Peter; Burgers, Willem P.	1997	P2P	individual	individual			cooperation, fear	2	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
James, Harvey S., Jr.	2002	P2P	individual	individual			cooperation, transaction costs, trustworthiness		Journal of Economic Behavior & Organization	Economics	A
Jeanquart-Barone, Sandy; Sekaran, Uma	1994	P2P	individual	individual			communication, quality, sociodemographics	1	Journal of Social Psychology	Psychology	A
Johansson-Stenman, Olof; Mahmud, Minhaj; Martinsson, Peter	2005	P2P	individual	individual					Economics Letters	Economics	A
Johnson, Michael D., Auh, Seighyoung	1998	P2P	employee	employee		O	affect, loyalty, (re-)purchase, satisfaction	4	Advances in Consumer Research	Marketing	B

Jones, Allan P.; James, Lawrence H.; Bruni, John R.	1975	P2P	leader	employee		O	confidence, involvement and participation, leadership, perception	4	Journal of Applied Psychology	Psychology	A
Jones, Andrew J.I.	2002	P2P	individual	individual			attitude, beliefs	4	Decision Support Systems	MIS, KM	B
Jones, Gareth R.; George, Jennifer M.	1998	P2P	employee	team		O	experience, attitude, cooperation, emotion, mood, performance, value	23	Academy of Management Review	Gen&Strat	A
Jung, Dong I.; Avolio, Bruce J.	2000	P2P	leader	followers			goal congruence, leadership, performance, quality, quantity, satisfaction, value	15	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Kankanhalli, Atreyi; Tan, Bernard C. Y.; Kwok-Kee, Wie	2005	P2P	individual	employee		O	power, reciprocity, reward and benefits	4	MIS Quarterly	MIS, KM	A
Karlan, Dean S.	2002	P2P	individual	individual			use, information, trustworthiness	1	American Economic Review	Economics	A+
Kegan, Daniel L.	1971	P2P	employee	team		O	awareness, information, obedience, partnership and collaboration, value		Academy of Management Journal	Gen&Strat	A+
Kernan, Mary C.; Hanges, Paul J.	2002	P2P	individual	management		O	communication, information, justice and fairness, quality	9	Journal of Applied Psychology	Psychology	A
Khan, Ali M.	2002	P2P	individual	individual			trustworthiness	1	Journal of Banking & Finance	F&A	A
Kickul, Jill; Gundry, Lisa K.; Posig, Margaret	2005	P2P	employee	leader		O	ethics, justice and fairness, leadership, perception	1	Journal of Business Ethics	OS/OB, HRM, IR	B
Kiffin-Petersen, Sandra A.; Cordery, John L.	2003	P2P	employee	co-worker, management, team		O	attitude, trust propensity	1	International Journal of Human Resource Management	OS/OB, HRM, IR	B

Kim, Chan W.; Mauborgne, Renèe A.;	1993	P2P	subsidiary top manager	head office, management		O	industry, attitude, commitment, justice and fairness, satisfaction	27	Academy of Management Journal	Gen&Strat	A+
Kim, Peter H.; Dirks, Kurt T.; Cooper, Cecily D.; Ferrin, Donald L.	2006	P2P	employee	manager		O	competence, information, integrity, distrust		Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Kim, Peter H.; Ferrin, Donald L.; Cooper, Cecily D.; Dirks, Kurt T.	2004	P2P	individual	individual			beliefs, competence, integrity, distrust	6	Journal of Applied Psychology	Psychology	A
Kim, Uichol; Helgesen, Geir; Ahn, Byung M.	2002	P2P	individual	general trust		P	culture, leadership, value	1	Applied Psychology: An International Review	Psychology	B
King, Jonathan B.	1988	P2P	individual	individual			ethics	1	Journal of Business Ethics	OS/OB, HRM, IR	B
King, Ronald R.	2002	P2P	auditor	manager		O	affiliation, communication	9	Accounting Review	F&A	A
Kirkman, Bradley L.; Rosen, Benson; Tesluk, Paul E.; Gibson, Cristina B.	2006	P2P	individual	team		O	experience, leadership, performance, satisfaction	1	Journal of Applied Psychology	Psychology	A
Kleinke, Chris L.; Taylor, Christy	1991	P2P	individual	individual			similiarity, communication	1	Journal of Social Psychology	Psychology	A
Klimoski, Richard J.; Karol, Barbara L.	1976	P2P	group member	group member			control, information, manipulation, perception, performance, satisfaction, sociodemographics		Journal of Applied Psychology	Psychology	A
Koehn, Daryl	1999	P2P	individual	individual		O	ethics, value	8	Journal of Business Ethics	OS/OB, HRM, IR	B
Konovsky, Mary A.; Pugh, Douglas S.	1994	P2P	employee	supervisor		O	justice and fairness	82	Academy of Management Journal	Gen&Strat	A+

Korsgaard, Audrey M.; Roberson, Loriann; Rymph, Douglas R.	1998	P2P	employee	manager		O	affect, attitude, communication, justice and fairness, performance	6	Journal of Applied Psychology	Psychology	A
Korsgaard, Audrey M.; Sapienza, Harry J.; Schweiger, David M.	2002	P2P	employee	management		O	affect, justice and fairness, perception	4	Journal of Management	Gen&Strat	B
Korsgaard, Audrey M.; Schweiger, David M.; Sapienza, Harry J.	1995	P2P	team	leader		O	affect, attitude, commitment, cooperation, justice and fairness, perception	53	Academy of Management Journal	Gen&Strat	A+
Korsgaard, Audrey; Brodt, Susan E., Whitener, Ellen M.	2002	P2P	employee	manager		O	communication, conflict, justice and fairness, perception, responsibility, trustworthiness	10	Journal of Applied Psychology	Psychology	A
Kotler, Tamara	1989	P2P	individual	individual		O	experience, security, autonomy, quality, sociodemographics, value,	1	Human Relations	OS/OB, HRM, IR	B
Kramer, Roderick M.	1999	P2P	employee	employee		O	distrust, reward and benefits	60	Annual Review of Psychology	Psychology	A
La Porta, Rafael; Lopez-De-Silanes, Florencio; Shleifer, Andrei; Vishny, Robert W.	1997	P2P	individual	individual		O	cooperation, dominance, performance	10	American Economic Review	Economics	A+
Lagace, Rosemary R.	1991	P2P	salesmanager	salespeople		O	similiarity, reciprocity	11	Journal of Personal Selling & Sales Management	Marketing	B
Langfred, Claus W.	2004	P2P	students	team		O	autonomy, monitoring, performance	11	Academy of Management Journal	Gen&Strat	A+
Lau, Chong M.; Buckland, Christen	2001	P2P	senior managers	superiors		O	involvement and participation, job related tension	4	Abacus	F&A	B

Lau, Chong M.; Tan, Sharon L.C.	2006	P2P	subordinate	superior		O	attitude, involvement and participation, justice and fairness, job related tension		Management Accounting Research	F&A	A
Lawler III., Edward E.; Hackman, Richard J.	1969	P2P	employee	management		O	involvement and participation, reward and benefits		Journal of Applied Psychology	Psychology	A
Leana, Carrie R.; Van Buren III, Harry J.	1999	P2P	employee	employee		O	goal congruence	77	Academy of Management Review	Gen&Strat	A
Lee, Cynthia; Farh, Jiing-Lih	1999	P2P	employee	supervisior		O	similiarity, justice and fairness, perception, sociodemographics	10	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Lee, Cynthia; Pillutla, Madan; Law, Kenneth S.	2000	P2P	employee	supervisor		O	justice and fairness, order fulfillment, perception, power, sociodemographics	7	Journal of Management	Gen&Strat	B
Lee, Heeseok; Choi, Byounggu	2003	P2P	individual	individual		O	information, partnership and collaboration, performance		Journal of Management Information System	F&A	B
Levin, Daniel Z.; Cross, Rob	2004	P2P	employee	employee		O	competence, information, trustworthiness	7	Management Science	OR, MS &POM	A+
Lewicki, Roy J.; McAllister, Daniel J.; Bies, Robert, J.	1998	P2P	individual	individual		O	job related tension, distrust	92	Academy of Management Review	Gen&Strat	A
Liau, Churn-Jung	2003	P2P	agent	agent			use, familiarity, beliefs, information		Artificial Intelligence	MIS, KM	A
Lindskold, Svenn; Forte, Robert A.; Haake, Charles S.; Schmidt, Edward K.	1977	P2P	individual	individual			sociodemographics, trustworthiness		Journal of Social Psychology	Psychology	A

Liou, Kuo-Tsai; Sylvia, Ronald D.; Bruk, Gregory	1990	P2P	employee	individual		O	attitude, confidence, involvement and participation, justice and fairness, satisfaction, sociodemographics		Human Relations	OS/OB, HRM, IR	B
Lorenz, Edward H.	1992	P2P	labor	management		O	cooperation, power	9	Industrial Relations	OS/OB, HRM, IR	A
Lyon, Fergus	2006	P2P	manager	group			cooperation, power		Organization Studies	OS/OB, HRM, IR	A
Lyons, Bruce; Mehta, Judith	1997	P2P	individual	individual			opportunism	7	Cambridge Journal of Economics	Economics	A
Mackenzie, Scott B.; Podsakoff, Philip M.; Rich, Gregory A.	2001	P2P	individual	leadership		O	leadership, performance	19	Journal of the Academy of Marketing Science	Marketing	A
Macy, Michael W.; Skvoretz, John	1998	P2P	strangers	strangers			use, control, cooperation, trustworthiness	12	American Sociological Review	Sociology	A+
Maguire, Steve; Phillips, Nelson; Hardy, Cynthia	2001	P2P	trustee	trustor		O	control		Organization Studies	OS/OB, HRM, IR	A
Maier, Norman R.F.	1966	P2P	individual	individual			distrust	2	Personnel Psychology	OS/OB, HRM, IR	B
Malhotra, Deepak	2004	P2P	individual	individual			reciprocity, reward and benefits, risk		Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Malhotra, Deepak; Murnighan, Keith J.	2002	P2P	individual	individual			use, cooperation	13	Administrative Science Quarterly	Gen&Strat	A+
Mayer, Roger C., Davis, James H.	1999	P2P	employee	management		O	integrity, perception, performance, trustworthiness	42	Journal of Applied Psychology	Psychology	A
Mayer, Roger C.; Davis, James H.; Schoorman, David F.	1995	P2P	individual	business partner			risk	344	Academy of Management Review	Gen&Strat	A

Mayer, Roger C.; Gavin, Mark B.	2005	P2P	employee	manager, management team		O	performance		Academy of Management Journal	Gen&Strat	A+
McAllister, Daniel J.	1995	P2P	professionals	managers		O	cooperation, performance		Academy of Management Journal	Gen&Strat	A+
McAllister, Hunter A.; Bregman, Norman J.	1986	P2P	individual	individual			information, likeability and liking, perception		Journal of Social Psychology	Psychology	A
McCabe, Kevin A.; Rigdon, Mary L.; Smith, Vernon L.	2003	P2P	individual	individual			reciprocity	9	Journal of Economic Behavior & Organization	Economics	A
McEvily, Bill; Perrone, Vincenzo; Zaheer, Akbar	2003	P2P	individual	individual		O	coordination, reward and benefits		Organization Science	OS/OB, HRM, IR	A
McGrath, Cathleen; Krackhardt, David	2003	P2P	individual	individual		O			Journal of Applied Behavioral Science	Psychology	B
Meeker, Barbara F.	1984	P2P	individual	individual			conflict, cooperation, reciprocity, risk, sociodemographics,	2	Human Relations	OS/OB, HRM, IR	B
Melander, Anders; Nordqvist, Mattias	2001	P2P	individual	individual			industry, beliefs, dominance		International Studies of Management & Organization	OS/OB, HRM, IR	B
Michalos, Alex C.	1990	P2P	individual	individual		O	security, quality	5	Journal of Business Ethics	OS/OB, HRM, IR	B
Mikulincer, Mario	1998	P2P	adults	adults			security, control, distrust	11	Journal of Personality & Social Psychology	Psychology	A+
Mills, Peter K.; Ungson, Gerardo R.	2003	P2P	employee	manager		O	control	3	Academy of Management Review	Gen&Strat	A
Milton-Smith, John	1995	P2P	individual	leadership		O	competence, culture, ethics, quality, responsibility,	5	Journal of Business Ethics	OS/OB, HRM, IR	B
Möllering, Guido	2001	P2P	individual	individual			cooperation, ethics, risk, suspension	10	Sociology	Sociology	B

Molm, Linda D.; Takahashi, Nobuyuki; Peterson, Gretchen	2000	P2P	partners	partners			commitment, negotiation, reciprocity, risk, trustworthiness		American Journal of Sociology	Sociology	A
Moore, Samuel F.; Shaffer, Leigh S.; Pollak, Edward L.; Taylor-Lemcke, Patricia	1987	P2P	individual	individual			experience, communication, information, performance	1	Journal of Social Psychology	Psychology	A
Moorman, Christine	1995	P2P	employee	employee		O	use, commitment, culture, information, performance, time	97	Journal of Marketing Research (JMR)	Marketing	A+
Morgan, David E.; Zeffane, Rachid	2003	P2P	employee	management		O	involvement and participation	2	International Journal of Human Resource Management	OS/OB, HRM, IR	B
Mulder, Laetitia B.; Van Dijk, Eric; De Cremer, David; Am Wilke, Henk	2006	P2P	individual	individual			beliefs, cooperation, manipulation, motivation		Journal of Experimental Social Psychology	Psychology	A
Mulki, Jay P.; Jaramillo, Fernando; Locander, William B.	2006	P2P	salesperson	supervisor		O	attitude, commitment, ethics, satisfaction	1	Journal of Personal Selling & Sales Management	Marketing	B
Nelson Kay M.; Cooprider, Jay G.	1996	P2P	IS group	IS group		O	information, performance		MIS Quarterly	MIS, KM	A
Neu, Dean	1991	P2P	individual	individual			contract	3	Accounting, Organizations and Society	F&A	A+
Nicol, David M.	1996	P2P	individual	individual			culture		Journal of International Business Studies	Gen&Strat	A
Norris, Stacy L.; Zweigenhaft, Richard L.	1999	P2P	individual	individual			commitment, monitoring, sociodemographics		Journal of Social Psychology	Psychology	A
Oliver, Amalya L.; Montgomery, Kathleen	2001	P2P	trustor	trustee		O	use		Human Relations	OS/OB, HRM, IR	B

Omodei, Mary M.; McLennan, Jim	2000	P2P	individual	individual		P	distrust, reliability		Journal of Social Psychology	Psychology	A
Onyx, Jenny; Bullen, Paul	2000	P2P	individual	individual			involvement and participation, reciprocity	11	Journal of Applied Behavioral Science	Psychology	B
O'Reilly III, Charles A.	1978	P2P	sender	receiver		O	communication, information, perception, performance, satisfaction		Human Relations	OS/OB, HRM, IR	B
Parker, Sharon K.; Williams, Helen M.; Turner, Nick	2006	P2P	co-worker	co-worker		O	motivation		Journal of Applied Psychology Williams, Helen M.3 Journal of Applied Psychology	Psychology	A
Patzer, Gordon L.	1983	P2P	individual	communi-cator			communication, expertise, likeability and liking, perception, persuasion	6	Journal of Business Research	Marketing	B
Payne, Roy L.; Clark, Murray C.	2003	P2P	employee	manager		O	industry, culture, trust propensity		International Journal of Human Resource Management	OS/OB, HRM, IR	B
Pearce, Jone L.; Branyiczki, Imre; Bigley, Gregory A.	2000	P2P	employee	employee		O	attitude	10	Organization Science	OS/OB, HRM, IR	A
Peters, John	1998	P2P	individual	individual					Management Decision	Gen&Strat	B
Peterson, Randall S.; Behfar, Kristin J.	2003	P2P	group member	group member		O	conflict, performance	4	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Pillai, Rajnandini; Williams, Ethlyn A.; Lowe, Kevin B.; Jung, Dong I.	2003	P2P	individual	leader			affiliation, empathy, leadership, perception	3	Leadership Quarterly	OS/OB, HRM, IR	B

Pilliai, Rajnandini; Schriesheim, Chester A.; Williams, Eric S.	1999	P2P	subordinates	matched leaders		O	commitment, justice and fairness, leadership, perception, satisfaction	1	Journal of Management	Gen&Strat	B
Pillutla, Madan M.; Malhotra, Deepak; Murnighan, Keith J.	2003	P2P	player 1	player 2			manipulation, distrust, reciprocity, reward and benefits		Journal of Experimental Social Psychology	Psychology	A
Pless, Nicola M.; Maak, Thomas	2004	P2P	individual	individual		O	culture, ethics, integrity, reciprocity, recognition	2	Journal of Business Ethics	OS/OB, HRM, IR	B
Podsakoff, Philip M.; MacKenzie, Scott B.; Bommer, William H.	1996	P2P	emloyee	leadership		O	industry, attitude, commitment, leadership, perception	51	Journal of Management	Gen&Strat	B
Premeaux, Sonya F.; Bedeian, Arthur G.	2003	P2P	employee	supervisor		O	control, monitoring	4	Journal of Management Studies	Gen&Strat	B
Provis, Chris	2000	P2P	employee	employee		O	cooperation, ethics, insincerity, negotiation, power	4	Journal of Business Ethics	OS/OB, HRM, IR	B
Pugh, Douglas S.; Skarlicki, Daniel P.;Passell, Brian S.	2003	P2P	layoff victims	new employer		O	attitude		Journal of Occupational & Organizational Psychology	OS/OB, HRM, IR	A
Pullig, Chris; Maxham III, James G.; Hair, Joseph F., Jr.	2002	P2P	organizatio-nal member	organizatio-nal member		O	information, leadership	11	Journal of Business Research	Marketing	B
Ramaswami, Sridhar N.; Singh, Jagdip	2003	P2P	individual	supervisor		O	commitment, justice and fairness, loyalty, performance, reward and benefits, satisfaction	4	Journal of Marketing	Marketing	A+
Rao, Alaka N.; Pearce, Jone L.; Xin, Katherine	2005	P2P	manager	business partners		O	partnership and collaboration, reciprocity	2	Journal of International Business Studies	Gen&Strat	A
Rempel, John K.; Ross, Michael; Holmes, John G.	2001	P2P	wife	husband			communication, conflict, satisfaction	3	Journal of Personality & Social Psychology	Psychology	A+

Rich, Gregory A.	1997	P2P	salespeople	sales manager		O	perception, performance, satisfaction	23	Journal of the Academy of Marketing Science	Marketing	A
Roberts, Karlene H.; O'Reilly III, Charles A.	1974	P2P	subordinates	supervisor		O	communication, information, perception	16	Academy of Management Journal	Gen&Strat	A+
Robinson, Sandra L.	1996	P2P	employee	employer		O	experience, distrust, negotiation	2	Administrative Science Quarterly	Gen&Strat	A+
Robinson, Sandra L.; Rousseau, Denise M.	1994	P2P	employee	employer		O	satisfaction	103	Journal of Organizational Behavior	OS/OB, HRM, IR	A
Rosanas, Joseph M.; Velilla, Manuel	2003	P2P	individual	individual		O	cooperation, ethics, loyalty, motivation	2	Journal of Business Ethics	OS/OB, HRM, IR	B
Ross, Andrew	1994	P2P	organizatio-nal members	member		O	use, information, job related tension, performance, reward and benefits		Accounting, Organizations and Society	F&A	A+
Ross, Catherine E.; Pribesh, Shana; Mirowsky, John	2001	P2P	individuals	individuals			distrust, perception	6	American Sociological Review	Sociology	A+
Ross, William H.; Wieland, Carole	1996	P2P	individual	individual		O	use, conflict, control	4	Journal of Applied Psychology	Psychology	A
Rotenberg, Ken J.; Cerda, Carrie	1994	P2P	children	children			expectations, nationality and ethnicity, sociodemographics	1	Journal of Social Psychology	Psychology	A
Rotter, Julian B.	1967	P2P	individual	individual		P	power, price		Journal of Personality and Social Psychology	Psychology	A+
Rotter, Julian B.	1971	P2P	individual	individual		P	information		American Psychologist	Psychology	B
Rousseau, Denise M.;Tijoriwala, Snehal A.	1999	P2P	nurse	management		O	beliefs, motivation, quality	18	Journal of Applied Psychology	Psychology	A
Rowley, Daniel J.; Sherman, Herbert	2003	P2P	individual	individual			cooperation, leadership, performance	1	Management Decision	Gen&Strat	B

Roy, Matthew H.; Dugal, Sanjiv S.	1998	P2P	individual	individual		O	industry, cooperation, motivation, partnership and collaboration, performance	1	Management Decision	Gen&Strat	B
Ruppel, Cynthia P.; Harrington, Susan J.	2000	P2P	individual	stakeholders		O	commitment, communication, ethics, justice and fairness, perception	8	Journal of Business Ethics	OS/OB, HRM, IR	B
Sakalaki, Maria; Richardson, Clive; Bastotnis, Marina	2005	P2P	individual	partner			perception, quality, trustworthiness		Journal of Applied Social Psychology	Psychology	A
Savery, Lawson K.; Waters, Henry J.	1989	P2P	subordinates	superiors		O	leadership	1	Journal of Managerial Psychology	OS/OB, HRM, IR	B
Schiffman, Leon G.; Sherman, Elaine; Kirpalani, Nicole	2002	P2P	individual	political office holders			distrust, time	2	Psychology & Marketing	Marketing	B
Scott III, Cuthbert L.	1980	P2P	individual	individual			attitude, control		Human Relations	OS/OB, HRM, IR	B
Scott, Dow	1980	P2P	employee	superior, management, MBO consultant		O		2	Journal of Management	Gen&Strat	B
Seligman, Adam B.	1998	P2P	individual	individual			confidence, culture, expectations	5	American Journal of Economics & Sociology	Economics	A
Serva, Mark A.; Fuller, Mark A.; Mayer, Roger C.	2005	P2P	group, team	group, team			attitude, perception, reciprocity, risk, trustworthiness		Journal of Organizational Behavior	OS/OB, HRM, IR	A
Sgro, Joseph A.; Worchel, Philip; Pence, Earl C.; Orban, Joseph A.	1980	P2P	cadets	leader			leadership	1	Academy of Management Journal	Gen&Strat	A+
Shamir, Boas; Lapidot, Yael	2003	P2P	subordinate	superior		O	use, perception, trustworthiness	5	Organization Studies	OS/OB, HRM, IR	A

Shane, Scott	1994	P2P	management	general trust, investment, new entry		P	industry, culture, perception, transaction costs	29	Strategic Management Journal	Gen&Strat	A
Shapiro, Susan P.	1990	P2P	individual	individual			control		American Sociological Review	Sociology	A+
Shaver, Dan	2003	P2P	group, practitioner group	group, community			ethics, power		Journal of Business Ethics	OS/OB, HRM, IR	B
Shih, Caspar	1993	P2P	individual	individual		O			International Journal of Public Administration	PSM	B
Shubik, Martin	1990	P2P	trader	individual					Journal of Economics	Economics	B
Simons, Tony L., Peterson, Randall S.	2000	P2P	group, team	group, team		O	conflict	39	Journal of Applied Psychology	Psychology	A
Sitkin, Sim B.; Roth, Nancy L.	1993	P2P	employee	employee			goal congruence, distrust, reliability	38	Organization Science	OS/OB, HRM, IR	A
Slemrod, Joel; Katuščák, Peter	2005	P2P	individual	individual			attitude, trustworthiness		Journal of Human Resources	OS/OB, HRM, IR	A
Smith, Michael L.; Louberge, Henri; Shapiro, Arnold F.	1986	P2P	agent	agent					Journal of Risk & Insurance	F&A	A
Smith, Preston G.; Blanck, Emily L.	2002	P2P	individual	teamleader		O	experience, communication, culture, (in-)dependence, information, perception, performance, reward and benefits	5	Journal of Product Innovation Management	Innovation	B
Sniezek, Janet A.; Van Swol, Lyn M.	2001	P2P	judge	advisor			confidence, expertise, (in-)dependence, partnership and collaboration, power	4	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A

Sobel, Joel	1985	P2P	agent	agent			communication, information, motivation, performance, reputation	23	Review of Economic Studies	Economics	A+
Sorrentino, Richard M.; Hanna, Steven E.; Holmes, John G.; Sharp, Ann	1995	P2P	individual	individual			sociodemographics, uncertainty	9	Journal of Personality & Social Psychology	Psychology	A+
Spagnolo, Giancarlo	1999	P2P	individual	team		O	cooperation, information, monitoring, power, reputation	5	Journal of Economic Behavior & Organization	Economics	A
Spector, Michele D.; Jones, Gwen E.	2004	P2P	team member	team member		O	sociodemographics	2	Journal of Social Psychology	Psychology	A
Spreitzer, Gretchen M.; Mishra, Aneil K.	1999	P2P	employee	manager		O	industry, control, information, performance, risk	6	Group & Organization Management	OS/OB, HRM, IR	B
Taka, Iwao; Foglia, Wanda D.	1994	P2P	leader	employee		O	ethics, leadership, loyalty		Journal of Business Ethics	OS/OB, HRM, IR	B
Talaulicar, Till; Grundei, Jens; Werder, Axel V.	2005	P2P	manager	manager		O		2	Journal of Business Venturing	Entrep	B
Thomas, David C.; Ravlin, Elizabeth C.	1995	P2P	employee	manager		O	similiarity, culture, nationality and ethnicity, perception	10	Journal of Applied Psychology	Psychology	A
Tomlinson, Edward C.; Dineen, Brian R.; Lewicki, Roy J.	2004	P2P	individual	individual		O	insincerity, time		Journal of Management	Gen&Strat	B
Treadway, Darren C.; Hochwarter, Wayne A.; Ferris, Gerald R.; Kacmar, Charles J.; Douglas, Ceasar; Ammeter, Anthony P.; Buckley, Ronald M.	2004	P2P	employee	leader		O	competence, leadership	3	Leadership Quarterly	OS/OB, HRM, IR	B
Triandis, Harry C.; Feldman, Jack M.; Weldon, David E.; Harvey William M.	1975	P2P	individual	general trust/distrust	P		authority, distrust, sociodemographics		Journal of Applied Psychology	Psychology	A
Tropp, Linda R.; Stout, Amanda M.; Boatswain, Chenelle; Wright, Stephen C.; Pettigrew, Thomas F.	2006	P2P	group member	group member			acceptance, communication		Journal of Applied Social Psychology	Psychology	A

Tsai, Wenpin; Ghoshal, Sumantra	1998	P2P	employee	employee		O	nationality and ethnicity, structure		Academy of Management Journal	Gen&Strat	A+
Tzafrir, Shay S.	2005	P2P	work force	manager		O	performance	1	International Journal of Human Resource Management	OS/OB, HRM, IR	B
Valley, Kathleen L.; Moag, Joseph; Bazerman, Max H.	1998	P2P	organization member	organization member		O	communication, information	28	Journal of Economic Behavior & Organization	Economics	A
Van De Walle, Don; Challagalla, Goutam N.; Ganesan, Shankar; Brown, Steven P.	2000	P2P	team member	leader		O	leadership, perception	10	Journal of Applied Psychology	Psychology	A
Van Lange, Paul A. M.; Van Vugt, Mark; Meertens, Ree M.; Ruiter, Rob A. C.	1998	P2P	individual	individual			beliefs, cooperation		Journal of Applied Social Psychology	Psychology	A
Van Marrewijk, Marcel	2004	P2P	organization member	organization member		O	experience, cooperation, culture, performance		Journal of Business Ethics	OS/OB, HRM, IR	B
Waldfogel, Joel	1994	P2P	individual	individual		O		7	Journal of Human Resources	OS/OB, HRM, IR	A
Wang, Yuan	2003	P2P	manager	employee		O	(in-)dependence, involvement and participation, performance		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Weaver, Charles N.	2006	P2P	individual	individual			attitude, information		Journal of Applied Social Psychology	Psychology	A
Webber, Sheila S.; Klimoski, Richard J.	2004	P2P	project manager	client		O	loyalty, performance		Journal of Organizational Behavior	OS/OB, HRM, IR	A
Weber, Mark J.; Malhotra, Deepak; Murnighan, Keith J.	2005	P2P	individual	individual			(in-)dependence, risk	74	Research in Organizational Behavior	OS/OB, HRM, IR	A+

Whitener, Ellen M.	1997	P2P	employee	HR management		O	justice and fairness, perception	1	Human Resource Management Review	OS/OB, HRM, IR	B
Whitener, Ellen M.	2001	P2P	employee	management		O	commitment, perception	20	Journal of Management	Gen&Strat	B
Whitener, Ellen M.; Brodt, Susan E.; Korsgaard, Audrey M.; Werner, Jon M.	1998	P2P	employee	manager		O	perception, trustworthiness	74	Academy of Management Review	Gen&Strat	A
Whittall, Michael	2000	P2P	EWC member	EWC member		O	attitude, negotiation	5	European Journal of Industrial Relations	OS/OB, HRM, IR	B
Wieselquist, Jennifer; Rusbult, Caryl E.; Foster, Craig A.; Agnew, Christopher R.	1999	P2P	individual	individual			commitment, (in-)dependence, information, motivation, perception	15	Journal of Personality & Social Psychology	Psychology	A+
Willemyns, Michael; Gallois, Cynthia; Callan, Victor J.	2003	P2P	employee	manager		O	communication, perception, power	1	International Journal of Human Resource Management	OS/OB, HRM, IR	B
Williams, Kipling D.; Karau, Steven J.	1991	P2P	individual	co-worker		O	expectations, performance	16	Journal of Personality & Social Psychology	Psychology	A+
Williams, Michele	2001	P2P	group member	group member			beliefs, emotion, (in-)dependence, information, motivation, perception, trustworthiness	19	Academy of Management Review	Gen&Strat	A
Wilson, Jeanne M.; Straus, Susan G.; McEvily, Bill	2006	P2P	team member	team member		O	communication, cooperation		Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Wintrobe, Ronald; Bretin, Albert	1986	P2P	employee	employer		O	performance, quality, quantity	3	American Economic Review	Economics	A+
Wolfe, Raymond N.	1976	P2P	individual	individual			attitude, control, distrust		Journal of Social Psychology	Psychology	A

Wong, Yui-Tim; Wong, Chi-Sum; Ngo, Hang-Yue	2002	P2P	employee	supervisor		O	justice and fairness, loyalty, performance		International Journal of Human Resource Management	OS/OB, HRM, IR	B
Wood, John Andy	2006	P2P	sender	receiver			communication, trustworthiness		Journal of Personal Selling & Sales Management	Marketing	B
Xin, Katherine R.	1998	P2P	employee	manager		O	culture		Journal of Applied Management Studies	Gen&Strat	B
Yaniv, Ilan; Kleinberger, Eli	2000	P2P	decision maker	advisor			information, reputation	7	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Yoon, Mahn H.; Suh, Jaebeom	2003	P2P	employee	manager		O	perception, quality, satisfaction	1	Journal of Business Research	Marketing	B
Young, Angela M.; Perrewe, Pamela L.	2000	P2P	mentor	proteges		O	expectations, perception	9	Journal of Management	Gen&Strat	B
Young, Jerald W.	1979	P2P	individual	individual			control		Decision Sciences	OR, MS &POM	B
Young, Louise; Daniel, Kerry	2003	P2P	employee	employer		O	experience, reward and benefits, satisfaction	2	International Journal of Human Resource Management	OS/OB, HRM, IR	B
Zacharatos, Anthea; Barling, Julian; Iverson, Roderick D.	2005	P2P	employee	management		O	motivation, perception, performance	4	Journal of Applied Psychology	Psychology	A
Zak, Ann M.; Gold, Joel A.; Ryckman, Richard M.; Lenney, Ellen	1998	P2P	individual	individual			awareness, perception	2	Journal of Social Psychology	Psychology	A
Zak, Paul J.; Borja, Karla; Matzner, William T.; Kurzban, Robert	2005	P2P	individual	individual			distrust		American Economic Review	Economics	A+
Zak, Paul J.; Knack, Stephen	2001	P2P	agent	agent			ethics		Economic Journal	Economics	A
Zaltman, Gerald; Moorman, Christine	1988	P2P	manager	researcher			use, information, distrust, quality, time	8	Journal of Advertising Research	Marketing	B
Zand, Dale E.	1972	P2P	manager	individual		O	commitment, control, information, distrust	94	Administrative Science Quarterly	Gen&Strat	A+

Zeffane, Rachid; Connell, Julia	2003	P2P	employee	manager		O			International Journal of Human Resource Management	OS/OB, HRM, IR	B
Zhang, Yan; George, Jennifer M.; Chan, Tsang-Sing	2006	P2P	employee	employee, senior		O	communication, competence, quality		Journal of Management	Gen&Strat	B
Zick, Rubin	1975	P2P	individual	stranger			reciprocity		Journal of Experimental Social Psychology	Psychology	A
Aiken, Damon K.; Boush, David M.	2006	P2O	consumer	Web, sales channel	CC/ VR		security, perception, trustworthiness		Journal of the Academy of Marketing Science	Marketing	A
Alter, Steven	2003	P2O	customer	Web site, sales channel	CC/ VR		ethics, responsibility		Communications of AIS	MIS, KM	B
Anderson, Dick	1999	P2O	consumer	organization	CC/ VR				Journal of Interactive Marketing	Marketing	B
Anderson, Rolph E.; Srinivasan, Srini S.	2003	P2O	customer	Web site, sales channel	CC/ VR		convenience, inertia, loyalty, purchase size, satisfaction, value	13	Psychology & Marketing	Marketing	B
Ba, Sulin	2001	P2O	individual	organization	CC/ VR		responsibility		Decision Support Systems	MIS, KM	B
Ba, Sulin; Pavlou, Paul A.	2002	P2O	customer	seller	CC/ VR		information, price, reputation, risk	39	MIS Quarterly	MIS, KM	A
Ba, Sulin; Whinston, Andrew B.; Zhang, Han	2003	P2O	consumer	e-commerce, auction	CC/ VR		reputation	6	Decision Support System	MIS, KM	B
Backhouse, James; Hsu, Carol; Tseng, Jimmy C.; Baptista, John	2005	P2O	individual	website, sales channel	CC/ VR		security, information, quality, risk		Communications of the ACM	MIS, KM	B
Balasubramanian, Sridhar; Konana, Prabhudev; Menon, Nirum M.	2003	P2O	investors	online broker	CC/ VR		security, empathy, perception, performance, quality, satisfaction, trustworthiness	3	Management Science	OR, MS &POM	A+

Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.	2005	P2O	consumer	internet, sales channel	CC/VR		information, involvement and participation, order fulfillment, privacy, risk	2	Journal of Marketing	Marketing	A+
Bhattacherjee, Anol	2002	P2O	individual	organization	CC/VR		integrity	20	Journal of Management Accounting Research	F&A	B
Bolton, Gary E.; Katok, Elena; Ockenfels, Axel	2004	P2O	customer	e-commerce, sales channel	CC/VR		information, reputation, trustworthiness	3	Management Science	OR, MS &POM	A+
Bruce, Norris; Haruvy, Ernan; Rao, Ram	2004	P2O	customer	internet, online auction, sales channel	CC/VR		affect, price, quality, reputation	1	Journal of Interactive Marketing	Marketing	B
Carter, Lemuria; Bélanger, France	2005	P2O	citizen	interent channel	CC/VR		use, acceptance, convenience, information, quality, trustworthiness		Information Systems Journal	MIS, KM	B
Catterall, Miriam; Maclaran, Pauline	2002	P2O	individual	corporal and digital body	CC/VR		ethics	1	Journal of Consumer Behaviour	Marketing	B
Cho, Jinsook	2006	P2O	consumer	e-vendor, sales channel	CC/VR		affect, commitment, distrust, trustworthiness		Journal of Retailing	Marketing	A
Clases, Christoph; Bachmann, Reinhard; Theo, Wehner	2003	P2O	individual	virtual organization	CC/VR		commitment		International Studies of Management & Organization	OS/OB, HRM, IR	B
Das, Samar; Echambadi, Raj; McCardle, Michael; Luckett, Michael	2003	P2O	individual	web, channel	CC/VR		use, security, affect, information	1	Marketing Letters	Marketing	A
Davis, Robert; Buchanan-Oliver, Margo; Brodie, Roderick J.	2000	P2O	consumer	service provider, channel, service provider	CC/VR			4	Journal of Service Research	Marketing	A
De Ruyter, Ko; Wetzels, Martin; Kleijnen, Mirella	2001	P2O	customer	organization	CC/VR		attitude, communication, perception, quality, reputation, risk, value		International Journal of Service Industry	OR, MS &POM	B

									Management		
Dellarocas, Chrysanthos	2003	P2O	individual	e-commerce, sales channel	CC/ VR		use, communication, cooperation, quality, reputation	15	Management Science	OR, MS &POM	A+
Eastlick, Mary A.; Lotz, Sherry L.; Warrington, Patricia	2006	P2O	individual	service e-tailer	CC/ VR		commitment, information, privacy, (re-)purchase, reputation		Journal of Business Research	Marketing	B
Everard, Andrea; Galletta, Dennis F.	2005	P2O	individual	online store	CC/ VR		affect, perception, quality, (re-)purchase		Journal of Management Information System	F&A	B
Friedman, Batya; Kahn, Peter H.; Howe, Daniel C.	2000	P2O	individual	online technology	CC/ VR		use, cooperation, information, perception, performance, value,	20	Communications of the ACM	MIS, KM	B
Garbarino, Ellen; Lee, Olivia F.	2003	P2O	individual	organization	CC/ VR		experience, affect, price	6	Psychology & Marketing	Marketing	B
Gefen, David	2000	P2O	individual	channel, internet, service provider	CC/ VR		familiarity, power, (re-)purchase	17	Omega	OR, MS &POM	B
Gefen, David; Karahanna, Elena; Straub, Detmar W.	2003	P2O	customer	e-vendor, channel	CC/ VR		use, experience, perception, (re-)purchase		IEEE Transactions on Engineering Management	OR, MS &POM	B
Gefen, David; Karahanna, Elena; Straub, Detmar W.	2003	P2O	individual	channel, internet	CC/ VR		use, perception, (re-)purchase	6	MIS Quarterly	MIS, KM	A
Gefen, David; Straub, Detmar W.	2004	P2O	individual	e-vendor	CC/ VR		familiarity, control		Omega	OR, MS &POM	B
Gordijn, Jaap; Yao-Hua Tan	2005	P2O	individual	organization	CC/ VR		confidence, control, trustworthiness, value	1	International Journal of Electronic Commerce	MIS, KM	A
Grabner-Kraeuter, Sonja	2002	P2O	buyer	internet	CC/ VR		use, information, quality	7	Journal of Business Ethics	OS/OB, HRM, IR	B

Grewal, Dhruv; Hardesty, David M.; Iyer, Gopalkrishnan R.	2004	P2O	individual	internet retailer	CC/ VR		use, justice and fairness, perception, price, (re-)purchase, time	1	Journal of Interactive Marketing	Marketing	B
Grewal, Dhruv; Munger, Jeanne L.; Iyer, Gopalkrishnan R.; Levy, Michael	2003	P2O	consumer	e-tailer, channel	CC/ VR		security, expectations, price, (re-)purchase, value	5	Psychology & Marketing	Marketing	B
Gupta, Reetika; Kabadayi, Sertan	2005	P2O	individual	website	CC/ VR		beliefs, loyalty, perception, trustworthiness		Advances in Consumer Research	Marketing	B
Ha, Hong-Youl; Perks, Helen	2005	P2O	consumer	brand	CC/ VR		experience, familiarity, information, perception, performance, satisfaction, sociodemographics		Journal of Consumer Behaviour	Marketing	B
Hampton-Sosa, William; Koufaris, Marios	2005	P2O	customer	online company, web site	CC/ VR		use, beliefs, perception, trust propensity	2	International Journal of Electronic Commerce	MIS, KM	A
Harris, Lloyd C.; Goode, Mark M. H.	2004	P2O	individual	online service	CC/ VR		loyalty, quality, satisfaction, value	8	Journal of Retailing	Marketing	A
Hart, Peter E.; Liu, Ziming	2003	P2O	people	digital information system	CC/ VR		experience, conflict, expectations, information	1	Communications of the ACM	MIS, KM	B
Hoffman, Donna L.; Novak, Thomas P.; Peralta, Marcos	1999	P2O	customer	web providers	CC/ VR		use, industry, control, information, (re-)purchase	80	Communications of the ACM	MIS, KM	B
Jones, Sara; Wilikens, Marc; Morris, Philip; Masera, Marcelo	2000	P2O	individual	stakeholders, service	CC/ VR		information	5	Communications of the ACM	MIS, KM	B
Jutla, Dawn N.; Bodorik, Peter; Zhang, Yanjun	2006	P2O	user	organization	CC/ VR		control, privacy		Information Systems	MIS, KM	A
Kim, Dan J.; Song, Yong I.; Braynov, Sviatoslav B.; Rao, Raghav H.	2005	P2O	academics, practitioners	organization	CC/ VR				Decision Support Systems	MIS, KM	B
Kim, Hee-Woong; Xu, Yunjie; Koh, Joon	2004	P2O	individual	organization	CC/ VR		experience, (re-)purchase, satisfaction		Journal of the Association for	MIS, KM	A

									Information Systems		
Klang, Mathias	2001	P2O	individual	organization	CC/VR		ethics, reputation	4	Decision Support Systems	MIS, KM	B
Knights, David; Noble, Faith; Vurdubakis, Theo; Willmott, Hugh	2001	P2O	individual	organization	CC/VR		control, power		Organization Studies	OS/OB, HRM, IR	A
Koehn, Daryl	2003	P2O	buyer	organization	CC/VR		use, ethics, information	5	Journal of Business Ethics	OS/OB, HRM, IR	B
Leamer, Edward E.; Storper, Michael	2001	P2O	individual	organization	CC/VR		communication, (in-)dependence, time	11	Journal of International Business Studies	Gen&Strat	A
Lee, Matthew K. O.; Turban, Efraim	2001	P2O	consumer	e-commerce, sales channel	CC/VR		experience, culture, sociodemographics, trust propensity, trustworthiness	37	International Journal of Electronic Commerce	MIS, KM	A
Liang, Huigang; Xue, Yajiong; Laosethakul, Kittipong; Lloyd, Scott J.	2005	P2O	customer	prescription service	CC/VR		information, opportunism, perception, transaction costs, uncertainty		Communications of AIS	MIS, KM	B
Lin, Chieh-Peng; Ding, Cherng G.	2005	P2O	customer	computer program language, service	CC/VR		experience, information, loyalty, quality, satisfaction		International Journal of Service Industry Management	OR, MS &POM	B
Luo, Wenhong; Najdawi, Mohammad	2004	P2O	user	health portal	CC/VR		use, security, information		Communications of the ACM	MIS, KM	B
McKnight, Harrison D.; Chervany, Norman L.	2001	P2O	customer	e-commerce, sales channel	CC/VR		beliefs	25	International Journal of Electronic Commerce	MIS, KM	A
McKnight, Harrison D.; Choudhury, Vivek; Kacmar, Charles	2002	P2O	consumer	web-based vendors	CC/VR		use, beliefs, information, innovativeness, perception, quality, (re-)purchase, risk,	40	Information Systems Research	MIS, KM	A

Monsuwé, Toñita P. Y.; Dellaert, Benedict G. C.; De Ruyter, Ko	2004	P2O	individual	web, online shopping	CC/VR		use, experience, attitude	1	International Journal of Service Industry Management	OR, MS &POM	B
Mukherjee, Avinandan; Nath, Prithwiraj	2003	P2O	individual	online-banking, channel, service	CC/VR		commitment	8	International Journal of Bank Marketing	Marketing	B
Olson, Judith S.; Olson, Gary M.	2000	P2O	participants	website	CC/VR		culture, trustworthiness	9	Communications of the ACM	MIS, KM	B
Pavlou, Paul A.	2003	P2O	consumer	e-commerce, sales channel	CC/VR		use, perception, risk	24	International Journal of Electronic Commerce	MIS, KM	A
Pavlou, Paul A.; Fygenson, Mendel	2006	P2O	consumer	web vendor, sales channel	CC/VR		use, attitude, beliefs, control, information, perception, power, (re-)purchase		MIS Quarterly	MIS, KM	A
Pavlou, Paul A.; Gefen, David	2004	P2O	buyer	seller group,community of online auction sellers	CC/VR		perception, reputation, risk	14	Information Systems Research	MIS, KM	A
Pennington, Robin; Wilcox, Dixon H.; Grover, Varun	2003	P2O	consumer	organization	CC/VR		attitude, (re-)purchase, reputation	8	Journal of Management Information System	F&A	B
Rifon, Nora J.; LaRose, Robert; Choi, Sejung M.	2005	P2O	individual	web side	CC/VR		confidence, expectations, information		Journal of Consumer Affairs	Marketing	B
Rodgers, Shelly; Harris, Mary A.	2003	P2O	women, men	e-commerce, sales channel	CC/VR	O	experience, convenience, emotion, satisfaction, sociodemographics	4	Journal of Advertising Research	Marketing	B
Rosenbloom, Andrew	2000	P2O	user	technology, internet	CC/VR		use, security		Communications of the ACM	MIS, KM	B

Roussos, George; Peterson, Don; Patel, Uma	2003	P2O	trading partners	trading partners	CC/VR		involvement and participation, partnership and collaboration,		International Journal of Electronic Commerce	MIS, KM	A
Saini, Amit; Johnson, Jean L.	2005	P2O	individual	service provider	CC/VR		affect, information, performance		Journal of the Academy of Marketing Science	Marketing	A
Salam, Al F.; Iyer, Lakshimi S.; Palvia, Prashant; Singh, Rahul	2005	P2O	consumer	website	CC/VR		attitude, beliefs		Communications of the ACM	MIS, KM	B
Schlosser, Ann E.; White, Tiffany B.; Lloyd, Susan M.	2006	P2O	consumer	web site, channel	CC/VR		beliefs, (re-)purchase, risk		Journal of Marketing	Marketing	A+
Schoder, Detlef; Yin, Pai-Ling	2000	P2O	customer	firm	CC/VR		industry, risk	11	Communications of the ACM	MIS, KM	B
Shneiderman, Ben	2000	P2O	user	website	CC/VR		experience, security, cooperation, loyalty	9	Communications of the ACM	MIS, KM	B
Siau, Keng; Shen, Zixing	2003	P2O	customer	mobile commerce	CC/VR			12	Communications of the ACM	MIS, KM	B
Stewart, Katherine J.	2003	P2O	individual	organization	CC/VR		similiarity, beliefs, perception	15	Organization Science	OS/OB, HRM, IR	A
Strader, Troy J.; Ramaswami, Sridhar N.	2002	P2O	customer	online seller (ebay)	CC/VR		perception, trustworthiness	2	Communications of the ACM	MIS, KM	B
Suh, Bomil; Han, Ingoo	2003	P2O	customer	e-commerce, sales channel	CC/VR		security, control, information, integrity, perception		International Journal of Electronic Commerce	MIS, KM	A
Tan, Yao-Hua; Thoen, Walter	2003	P2O	individual	organization	CC/VR		use, negotiation, risk		International Journal of Electronic Commerce	MIS, KM	A
Tan, Yao-Hua; Thoen, Walter	2000	P2O	individual	organization	CC/VR		use, control, performance		International Journal of Electronic Commerce	MIS, KM	A

Urban, Glen L.; Sultan, Fareena; Qualls, William J.	2000	P2O	buyer	website, seller	CC/VR			5	Sloan Management Review	Gen&Strat	B
Uslaner, Eric M.	2004	P2O	customer	website	CC/VR	experience, risk		1	Communications of the ACM	MIS, KM	B
Uslaner, Eric M.	2000	P2O	individual	internet, channel	CC/VR	use		1	Communications of the ACM	MIS, KM	B
Van Den Berg, René J.; Van Lieshout, Jannine M.	2001	P2O	individual	internet, sales channel	CC/VR	distrust			Production Planning & Control	OR, MS &POM	B
Van Der Heijden, Hans; Verhagen, Tibert; Creemers, Marcel	2003	P2O	consumer	website	CC/VR	use, attitude, perception, (re-)purchase, risk		1	European Journal of Information Systems	MIS, KM	B
Viega, John; Kohno, Tadayoshi; Potter, Bruce	2001	P2O	system architects	internet	CC/VR	security, distrust, quality, trustworthiness			Communications of the ACM	MIS, KM	B
Wang, Sijun; Gremer, Dwayne D.; Beatty, Sharon E.; Foxx, William	2004	P2O	consumer	online retailer	CC/VR	security, information, trustworthiness			Journal of Interactive Marketing	Marketing	B
Wang, Weiquan; Benbasat, Izak	2005	P2O	individual	online recommen-dation agents	CC/VR	use, competence, information, integrity, satisfaction			Journal of the Association for Information Systems	MIS, KM	A
Yang, Shu-Chen; Hung, Wan-Chiao; Sung, Kai; Farn, Cheng-Kiang	2006	P2O	individual	organization	CC/VR	information, involvement and participation, perception, quality			Psychology & Marketing	Marketing	B
Yoon, Sung-Joon	2002	P2O	consumer	e-commerce, website	CC/VR	familiarity, security, awareness, (re-)purchase, reputation, satisfaction			Journal of Interactive Marketing	Marketing	B
Yousafzai, Shumaila Y.; Pallister, John. G.; Foxall, Gordon R.	2005	P2O	customer	e-banking	CC/VR	use, security, communication, information, perception, trustworthiness		1	Psychology & Marketing	Marketing	B
Botan, Carl H.; Taylor, Maureen	2005	P2O	bosnian	communi-cation channel, Government	CC	affect, communication, nationality and ethnicity, trustworthiness			Journal of Communication	Comm	B

				media							
Garretson, Judith A.; Burton, Scot	2000	P2O	consumer	claim information	CC		affect, attitude, awareness, information, perception, risk, value	7	Journal of Public Policy & Marketing	Marketing	B
Milne, George R.; Boza, Maria-Eugenia	1999	P2O	consumer	information management practices	CC		information, perception	17	Journal of Interactive Marketing	Marketing	B
Van Birgelen, Marcel; De Ruyter, Ko; Wetzels, Martin	2000	P2O	decision maker	information in report	CC	O	culture, information, satisfaction		Journal of Service Research	Marketing	A
Adamson, Ivana; Chan, Kok-Mun; Handford, Donna	2003	P2O	customer	bank			commitment, confidence	1	International Journal of Bank Marketing	Marketing	B
Addis, Michela; Holbrook, Morris B.	2001	P2O	customer	organization			recognition	7	Journal of Consumer Behaviour	Marketing	B
Agustin, Clara; Singh, Jagdip	2005	P2O	consumer	frontline employees, company policies, practices			use, loyalty, satisfaction	2	Journal of Marketing Research (JMR)	Marketing	A+
Ambler, Tim	1997	P2O	customer	brand			attitude, awareness, performance, price	9	Management Decision	Gen&Strat	B
Andaleeb, Syed S.; Anwar, Syed F.	1996	P2O	customer	salesperson			confidence, consumers product knowledge, expertise, likeability and liking	5	Journal of International Marketing	Marketing	A
Aryee, Samuel; Chen, Zhen X.	2004	P2O	employer	organization		O	career, performance		Journal of Business Research	Marketing	B
Bass, Bernard M.; Mitchell, Charles W.	1976	P2O	professionals	organization		O	justice and fairness, leadership, distrust, perception		Journal of Applied Psychology	Psychology	A

Beckmann, Til; Forbes, William	2004	P2O	employees	firm		O	distrust, partnership and collaboration		European Financial Management	F&A	B
Beekun, Rafik I.; Badawi, Jamal A.	2005	P2O	stakeholder				culture, ethics, justice and fairness, responsibility		Journal of Business Ethics	OS/OB, HRM, IR	B
Bejou, David; Ennew, Christine T.; Palmer, Adrian	1998	P2O	customer	adviser, seller			customer orientation, ethics, loyalty, performance, risk, satisfaction, transaction costs	14	International Journal of Bank Marketing	Marketing	B
Bennett, Robert J.; Robson, Paul J. A.	2004	P2O	clients	advisers			use, contract, satisfaction, transaction costs	2	Cambridge Journal of Economics	Economics	A
Beugelsdijk, Sjoerd	2005	P2O	individual	organization					Cambridge Journal of Economics	Economics	A
Boecker, Andreas; Hanf, Claus-Hennig	2000	P2O	consumer	supplier			confidence, control, perception, reliability, risk		Journal of Economic Behavior & Organization	Economics	A
Brockway, George	1993	P2O	client	salesperson			perception	1	Journal of Business Ethics	OS/OB, HRM, IR	B
Bunker, Matthew P.; Ball, Dwayne	2005	P2O	customer	firm			affect, commitment		Advances in Consumer Research	Marketing	B
Busch, Paul; Wilson, David T.	1976	P2O	buyer	seller			attitude, power	30	Journal of Marketing Research (JMR)	Marketing	A+
Busco, Cristiano; Riccaboni, Angelo; Scapens, Robert W.	2006	P2O	employee	management accounting system (MAS)		O	acceptance, conflict, culture, trustworthiness		Management Accounting Research	F&A	A
Caldwell, Cam; Clapham, Stephen E.	2003	P2O	trust attitude	organization			justice and fairness, perception, quality, responsibility, trustworthiness	3	Journal of Business Ethics	OS/OB, HRM, IR	B

Chami, Ralph; Cosimano, Thomas F.; Fullenkamp, Connel	2002	P2O	individual	business ethics			ethics, value	2	Journal of Banking & Finance	F&A	A
Chaudhuri, Arjun; Holbrook, Morris B.	2001	P2O	consumer, brand manager	107 brands			affect, attitude, control, loyalty, performance, price, (re-)purchase, value	50	Journal of Marketing	Marketing	A+
Chiou, Jyh-Shen; Droge, Cornelia; Hanvanich, Sangphet	2002	P2O	individual	organization			affect, loyalty, perception, quality, satisfaction		Journal of Service Research	Marketing	A
Cohen-Charash, Yochi; Spector, Paul E.	2001	P2O	individual	organization		O	commitment, performance, satisfaction	63	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Corbett, Dan	2004	P2O	individual	organization			ethics, responsibility, risk, satisfaction,		Journal of Business Ethics	OS/OB, HRM, IR	B
Cowles, Deborah L.	1997	P2O	individual	organization			communication, trustworthiness	6	Management Decision	Gen&Strat	B
Crosby, Lawrence A.; Evans, Kenneth A.; Cowles, Deborah L.	1990	P2O	customer	salesperson			perception, quality, satisfaction	242	Journal of Marketing	Marketing	A+
Culnan, Mary J.; Armstrong, Pamela K.	1999	P2O	customer	organization			use, information, justice and fairness, power, value	27	Organization Science	OS/OB, HRM, IR	A
De Chernatony, Leslie; Riley, Dall'Olmo F.	1997	P2O	individual	brand			information, perception		Journal of Strategic Marketing	Marketing	B
De Ruyter, Ko; Wetzels, Martin	2000	P2O	customer	service provider			industry, justice and fairness, loyalty, perception, quality, satisfaction	1	International Journal of Service Industry Management	OR, MS &POM	B
Deery, Stephen J.; Iverson, Roderick D.; Walsh, Janet T.	2006	P2O	employee	organization		O	use, affect, cooperation, perception		Journal of Applied Psychology	Psychology	A
Delgado-Ballester, Elena; Munuera-Alemán, Jose L.; Yagüe-Guillén, Marí J.	2003	P2O	individual	brand			partnership and collaboration, quality	2	International Journal of Market Research	Marketing	B

Donabedian, Bairj	1993	P2O	individual	accounting service		O	use, (in-)dependence, transaction costs		Journal of Accounting & Public Policy	F&A	A
Dunlap, Riley E.; Beus, Curtis E.	1992	P2O	individual	food industry			use, industry, attitude, sociodemographics	1	Journal of Consumer Affairs	Marketing	B
Garbarino, Ellen; Johnson, Mark S.	1999	P2O	customer	organization			attitude, commitment, satisfaction	173	Journal of Marketing	Marketing	A+
García-Marzá, Domingo	2005	P2O	company member, stakeholder	organization			commitment, ethics, responsibility, value		Journal of Business Ethics	OS/OB, HRM, IR	B
George, Elizabeth	2003	P2O	employees	organization		O	use, security, attitude, commitment, reciprocity, responsibility	3	Organization Science	OS/OB, HRM, IR	A
Glückler, Johannes; Armbrüster, Thomas	2003	P2O	individual	consultant			price, quality, reputation	4	Organization Studies	OS/OB, HRM, IR	A
Gremler, Dwayne D.; Gwinner, Kevin P.; Brown, Stephen W.	2001	P2O	customer	employee			familiarity, communication	4	International Journal of Service Industry Management	OR, MS &POM	B
Harisalo, Risto; Stenvall, Jari	2003	P2O	civil servant	public organization			experience, confidence, cooperation, distrust, partnership and collaboration, satisfaction		International Journal of Public Administration	PSM	B
Hosmer, Larue T.	1994	P2O	stakeholder	organization member			commitment, cooperation, ethics, innovativeness	20	Strategic Management Journal	Gen&Strat	A
Hummels, Harry; Roosendaal, Hans E.	2001	P2O	individual	organization		O	similiarity, awareness, communication, value		Journal of Business Ethics	OS/OB, HRM, IR	B
Jap, Sandy D.	2001	P2O	customer	salesrep			use, satisfaction, trustworthiness, value	12	Journal of Personal Selling & Sales Management	Marketing	B

Johnson, Devon; Grayson, Kent	2005	P2O	consumer	service provider			perception, performance, reputation, satisfaction	1	Journal of Business Research	Marketing	B
Kardes, Frank R.	2006	P2O	consumer, manager	their intuition			information, quality, reward and benefits		Journal of Consumer Psychology	Marketing	B
Kennedy, Mary S.; Ferrell, Linda K.; LeClair, Debbie T.	2001	P2O	consumer	salesperson, manufacturer			experience, familiarity, competence, ethics, quality, satisfaction, trust propensity	13	Journal of Business Research	Marketing	B
Kiefer, Tina	2005	P2O	employee	organization		O	experience, perception		Journal of Organizational Behavior	OS/OB, HRM, IR	A
Kjonstad, Bjørn; Willmott, Hugh	1995	P2O	individual	organization		O	control, ethics, integrity, justice and fairness, value	7	Journal of Business Ethics	OS/OB, HRM, IR	B
Lee, Hyun-Jung	2004	P2O	employee, shop floor workers	organization		O	competence		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Leisen, Birgit; Hyman, Michael R.	2004	P2O	patient	service provider, primary care physician			affect, awareness, satisfaction	2	Journal of Business Research	Marketing	B
Lewis, Barbara R.; Soureli, Magdalini	2006	P2O	consumer	bank			loyalty, perception, quality, satisfaction		Journal of Consumer Behaviour	Marketing	B
Ligneau-Hervé, Catherine; Mullet, Etienne	2005	P2O	individual	health care provider			information, (re-)purchase, sociodemographics		Journal of Experimental Psychology / Applied	Psychology	A+
Longfellow, Timothy A.	1995	P2O	individual	salesman			ethics, perception, performance		Journal of Personal Selling & Sales Management	Marketing	B
MacDonald, Chris; McDonald, Michael; Norman, Wayne	2002	P2O	stakeholder	non-profit organization			conflict, ethics	1	Journal of Business Ethics	OS/OB, HRM, IR	B

Macintosh, Gerrard; Lockshin, Lawrence S.	1997	P2O	customer	salesperson, store			attitude, commitment, loyalty, (re-)purchase	29	International Journal of Research in Marketing	Marketing	A
MacLachlan, Douglas L.; Spence, Homer	1976	P2O	public	retail institution			control, perception	1	Journal of Retailing	Marketing	A
Magill, Gerard; Prybil, Lawrence	2004	P2O	customer	organization			confidence, ethics, integrity, distrust, stewardship		Journal of Business Ethics	OS/OB, HRM, IR	B
Maltz, Elliot; Kohli, Ajay K.	1996	P2O	customer	sender			commitment, power, quality	62	Journal of Marketing Research (JMR)	Marketing	A+
Martín, Sonia S.; Camarero, Carmen	2005	P2O	consumer	firm			opportunism, quality		Journal of Service Research	Marketing	A
McGuire, Thomas G.	1983	P2O	patient	physician			experience, quality	1	Economic Inquiry	Economics	B
McMillan, Keith P.	2004	P2O	individual	auditor			control, job related tension		Critical Perspectives on Accounting	F&A	B
Merrilees, Bill; Miller, Dale	1999	P2O	customer	salesperson			use, culture, friendliness, reciprocity	4	Journal of Business Research	Marketing	B
Milliman, Ronald E.; Fugate, Douglas L.	1988	P2O	client	salesperson			use, experience, control, persuasion	3	Journal of Personal Selling & Sales Management	Marketing	B
Möllering, Guido; Bachmann, Reinhard; Lee, Soo H.	2004	P2O	employee	organization		O			Journal of Managerial Psychology	OS/OB, HRM, IR	B
Moorman, Christine; Deshpandé, Rohit; Zaltman, Gerald	1993	P2O	individual	researcher			culture, expertise, insincerity, integrity, power, time, uncertainty	160	Journal of Marketing	Marketing	A+
Moorman, Christine; Zaltman, Gerald; Deshpandé, Rohit	1992	P2O	user	provider			use, commitment, information		Journal of Marketing Research (JMR)	Marketing	A+

Mowen, John C.; Weiner, Joshua L.; Joag, Shreekant	1987	P2O	individual	organization			expertise, information, likeability and liking, manipulation, persuasion, trustworthiness	1	Advances in Consumer Research	Marketing	B
Nakayachi, Kazuya; Watabe, Motoki	2003	P2O	public	organization			authority, perception, risk, trustworthiness		Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Oakes, G.	1990	P2O	client	agent				7	Journal of Business Ethics	OS/OB, HRM, IR	B
O'Malley, Lisa; Prothero, Andrea	2004	P2O	consumer	organization			use, experience, loyalty, motivation, perception		Journal of Business Research	Marketing	B
Osterhus, Thomas L.	1997	P2O	consumer	marketing source			persuasion, responsibility	14	Journal of Marketing	Marketing	A+
Paige, Jeffery M.	1972	P2O	rioter	government, political system			partnership and collaboration		American Sociological Review	Sociology	A+
Paige, Jeffery M.	1971	P2O	rioter	government, political system			information	5	American Sociological Review	Sociology	A+
Pollay, Richard W.; Smith, Roebrt L.	1969	P2O	client	agency			distrust, negotiation	1	Journal of Marketing Research (JMR)	Marketing	A+
Ramsey, Rosemary P.; Sohi, Ravipreet S.	1997	P2O	customer	salesman			perception, satisfaction	8	Journal of the Academy of Marketing Science	Marketing	A
Ranaweera, Chatura; Prabhu, Jaideep	2003	P2O	customer	organization			(re-)purchase, satisfaction	1	International Journal of Service Industry Management	OR, MS &POM	B
Renner, Elke; Tyran, Jean-Robert	2004	P2O	buyer	seller			loyalty, price, quality, reward and benefits, trustworthiness		Journal of Economic Behavior & Organization	Economics	A

Rohm, Andrew J.; Milne, George R.	2004	P2O	consumer	organization			use, information		Journal of Business Research	Marketing	B
Rosen, Catherine E.	1977	P2O	consumer	health center			use		Journal of Consumer Affairs	Marketing	B
Roth, Martin S.	1994	P2O	consumer	physician, health care			use, control, information, involvement and participation, motivation	5	Journal of Public Policy & Marketing	Marketing	B
Rothkopf, Michael H.; Harstad, Ronald M.	1996	P2O	bidder	seller			fear, information, reputation		Journal of Business	Gen&Strat	B
Sargeant, Adrian; Ford, John B.; West, Douglas C.	2005	P2O	donor	non-profit			commitment, perception, reward and benefits		Journal of Business Research	Marketing	B
Sargeant, Adrian; Lee, Stephen	2004	P2O	donor	voluntary organization			commitment	1	Psychology & Marketing	Marketing	B
Satava, David; Caldwell, Cam; Richards, Linda	2006	P2O	investor, stakeholder	organization			culture, ethics		Journal of Business Ethics	OS/OB, HRM, IR	B
Schnitzer, Monika	1995	P2O	shareholder	manager			use		Journal of Industrial Economics	Economics	A
Schoenbachler, Denise D.; Gordon, Geoffrey L.	2002	P2O	customer	organization			information, perception	9	Journal of Interactive Marketing	Marketing	B
Scholarios, Dora; Marks, Abigail	2004	P2O	employee	organization		O	industry, attitude, commitment, perception, satisfaction,	1	Human Resource Management Journal	OS/OB, HRM, IR	B
Scott, Susan V.; Walsham, Geoff	2005	P2O	stakeholders	organization			reputation, responsibility, risk		Organization Science	OS/OB, HRM, IR	A
Seal, W.B.	1998	P2O	customer	organization			trustworthiness		International Journal of Bank Marketing	Marketing	B
Searle, Rosalind H.; Ball, Kirstie S.	2004	P2O	stuff	organization		O	justice and fairness, distrust, perception, reputation, risk		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Shankman, Neil A.	1999	P2O	stakeholder, principle	agency			conflict, ethics, insincerity, loyalty	15	Journal of Business Ethics	OS/OB, HRM, IR	B

Author	Year	P2O					Keywords	No.	Journal	Field	Rating
Sharma, Neeru; Patterson, Paul, G.	2000	P2O	consumer	advisor			experience, commitment, satisfaction		International Journal of Service Industry Management	OR, MS &POM	B
Shemwell, Donald, Jr.; Cronin, Joseph J.; Bullard, William R.	1994	P2O	customer	service provider			industry, commitment, perception, (re-)purchase, risk, sociodemographics		International Journal of Service Industry Management	OR, MS &POM	B
Sheppard, Blair H.; Sherman, Dana M.	1998	P2O	team, trusting parties	team, trusting parties			(in-)dependence, risk	9	Academy of Management Review	Gen&Strat	A
Siegrist, Michael	1999	P2O	student	organization			manipulation, perception, performance, risk	12	Journal of Applied Social Psychology	Psychology	A
Singh, Jagdip; Sirdeshmukh, Deepak	2000	P2O	consumer	service provider			cooperation, loyalty, satisfaction	38	Journal of the Academy of Marketing Science	Marketing	A
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry	2002	P2O	consumer	frontline employee			industry, competence, loyalty, trustworthiness	54	Journal of Marketing	Marketing	A+
Sójka, Jacek	1999	P2O	employee	organization		O	ethics, involvement and participation, distrust		Journal of Business Ethics	OS/OB, HRM, IR	B
Spake, Deborah F.; Beatty, Sharon E.; Brockman, Beverly K.; Crutchfield, Tammy N.	2003	P2O	consumer	service provider			commitment, reliability, satisfaction	2	Journal of Service Research	Marketing	A
Strong, Kelly C.; Ringer, Richard C.; Taylor, Steven A.	2001	P2O	customer, stockholder, employees	management			communication, empathy, information, justice and fairness, satisfaction, time		Journal of Business Ethics	OS/OB, HRM, IR	B
Swan, John E.; Bowers, Michael R.; Richardson, Lynne D.	1999	P2O	customer	salesperson			attitude	18	Journal of Business Research	Marketing	B
Swan, John E.; Nolan, Johannah J.	1985	P2O	customer	salesperson			distrust	20	Journal of Personal Selling & Sales Management	Marketing	B

Authors	Year							Journal	Field	Rank
Swan, John E.; Trawick, Fred, Jr.; Rink, David R.; Roberts, Jenny J.	1988	P2O	buyer, purchaser	salesperson			18	Journal of Personal Selling & Sales Management	Marketing	B
Tax, Stephen S.; Brown, Stephen W.; Chandrashekaran, Murali	1998	P2O	customer	organization		experience, commitment, justice and fairness, loyalty, satisfaction	91	Journal of Marketing	Marketing	A+
Tonkiss, Fran; Passey, Andrew	1999	P2O	individual	organization	O	confidence	12	Sociology	Sociology	B
Unerman, Jeffrey; O'dwyer, Brendan	2004	P2O	people, public	audit and accounting		perception, reward and benefits, risk	2	Critical Perspectives on Accounting	F&A	B
Van Birgelen, Marcel; De Ruyter, Ko; Wetzels, Martin	2001	P2O	decision maker	service research centers	O	information, quality, satisfaction		Journal of Service Research	Marketing	A
Van De Walle, Steven; Bouckaert, Geert	2003	P2O	citizen	government		performance		International Journal of Public Administration	PSM	B
Verhoef, Peter C.; Franses, Philip H.; Hoekstra, Janny C.	2002	P2O	customer	organization		commitment, (re-)purchase, satisfaction	19	Journal of the Academy of Marketing Science	Marketing	A
Walgenbach, Peter	2001	P2O	customer	supplier		use, control, distrust, quality		Organization Studies	OS/OB, HRM, IR	A
Wang, Eric T.G.; Chen, Jessica H.F.	2006	P2O	manager	organization	O	reputation, transaction costs		Decision Support Systems	MIS, KM	B
West, Edwin G.	1989	P2O	consumer	nonprofit organizations				Public Choice	PSM	B
White, Tiffany B.	2005	P2O	individual	expert		confidence, emotion, expertise, perception, quality		Journal of Consumer Psychology	Marketing	B
Whitley, Richard D.	1991	P2O	individual	organization	O	authority, coordination, loyalty		Organization Studies	OS/OB, HRM, IR	A
Wicks, Andrew C.; Berman, Shawn L.; Jones, Thomas M.	1999	P2O	stakeholder	manager		ethics, distrust, performance	47	Academy of Management Review	Gen&Strat	A

Wiener, Joshua L.; Mowen, John C.	1986	P2O	customer	mechanic			expertise, perception, persuasion, quality, trustworthiness	3	Advances in Consumer Research	Marketing	B
Wong, Yui-Tim; Wong, Chi-Sum; Ngo, Hang-Yue; Lui, Hon-Kwong	2005	P2O	employee	organization		O	information, performance		Human Relations	OS/OB, HRM, IR	B
Young, Louise; Albaum, Gerald	2003	P2O	customer	salesperson			use, attitude, perception	2	Journal of Personal Selling & Sales Management	Marketing	B
Zucker, Lynne G.	1986	P2O	individual	economic structure			structure	92	Research in Organizational Behavior	OS/OB, HRM, IR	A+
Allen, David K.; Colligan, David; Finnie, Andrew; Kern, Thomas	2000	O2O	motor vehicle leasing	repair companies	CC/ VR		use, experience, information, performance, value	3	Information Systems Journal	MIS, KM	B
Gallivan Michael J.; Depledge Gordon	2003	O2O	organization	organization	CC/ VR		use, control, partnership and collaboration, quantity	5	Information Systems Journal	MIS, KM	B
Hart, Paul J.; Saunders, Carol S.	1998	O2O	organization	organization	CC/ VR		use, commitment, (in-)dependence, information, partnership and collaboration, power	30	Journal of Management Information System	F&A	B
Kasper-Fuehrer, Eva C.; Ashkanasy, Neal M.	2001	O2O	organization	organization	CC/ VR		communication, ethics, information, trustworthiness	8	Journal of Management	Gen&Strat	B
Looi, Hong C.	2005	O2O	enterprise	website, channel	CC/ VR	O	security, distrust, motivation, perception		Communications of AIS	MIS, KM	B
Pantelia, Niki; Sockalingam, Siva	2005	O2O	organization	organization	CC/ VR		conflict		Decision Support Systems	MIS, KM	B
Young-Ybarra, Candace; Wiersema, Margarethe	1999	O2O	organization	organization	CC/ VR		information, partnership and collaboration, transaction costs	24	Organization Science	OS/OB, HRM, IR	A

Wiertz, Caroline; De Ruyter, Ko; Keen, Cherie; Streukens, Sandra	2004	O2O	customer	CIC (customer interaction center)	CC		conflict, cooperation, partnership and collaboration, performance, quality, satisfaction		Journal of Business Research	Marketing	B
Adobor, Henry	2005	O2O	chief executive officers, senior management	chief executive officers, senior management			expectations, partnership and collaboration		Journal of Business Research	Marketing	B
Akkermans, Henk; Bogerd, Paul; Van Doremalen, Jan	2004	O2O	represen-tatives	represen-tatives			information, performance	2	European Journal of Operational Research	OR, MS &POM	A
Andaleeb, Syed S.	1995	O2O	buyer	seller			cooperation, (in-)dependence, transaction costs	13	International Journal of Research in Marketing	Marketing	A
Andaleeb, Syed S.; Ingene, Charles	1996	O2O	buyer	supplier			commitment, (in-)dependence, satisfaction	36	Journal of Retailing	Marketing	A
Anderson, James C.; Narus, James A.	1990	O2O	distributor	manufacturer			cooperation	407	Journal of Marketing	Marketing	A+
Argandoña, Antonio	1999	O2O	organization	organization			cooperation, ethics, partnership and collaboration	1	Journal of Business Ethics	OS/OB, HRM, IR	B
Arino, Africa; Abramov, Mikhail	1997	O2O	European	Russian			culture, negotiation, partnership and collaboration, risk	1	International Studies of Management & Organization	OS/OB, HRM, IR	B
Armstrong, Robert W.; Yee, Siew M.	2001	O2O	buyers	seller			affect, culture, partnership and collaboration, perception, satisfaction	2	Journal of International Marketing	Marketing	A

Aulakh, Preet S.; Kotabe, Masaaki; Sahay, Arvind	1996	O2O	U.S. firms	U.S. firms			monitoring, partnership and collaboration, performance	22	Journal of International Business Studies	Gen&Strat	A
Bachmann, Reinhard	2001	O2O	organization	organization			control, coordination, power, quality, risk		Organization Studies	OS/OB, HRM, IR	A
Bell, Geoffrey G.; Oppenheimer, Robert J.; Bastien, Andre	2002	O2O	buyer	supplier			ethics, distrust	3	Journal of Business Ethics	OS/OB, HRM, IR	B
Bharadwaj, Neeraj; Matsuno, Ken	2006	O2O	supplier	firm			affect, performance, (re-)purchase, satisfaction, transaction costs		Journal of Business Research	Marketing	B
Bialaszewski, Dennis; Giallourakis, Michael	1985	O2O	dealer	manufactor represen-tative			communication, perception, trustworthiness	8	Journal of the Academy of Marketing Science	Marketing	A
Blois, Keith J.	2003	O2O	customer	supplier			confidence, reliability, reputation, trustworthiness		Journal of Business Ethics	OS/OB, HRM, IR	B
Blois, Keith J.	1999	O2O	organization	organization				1	Management Decision	Gen&Strat	B
Blois, Keith J.	1999	O2O	business	business				1	Journal of Management Studies	Gen&Strat	B
Boersma, Margreet F.; Buckley, Peter J.; Ghauri, Pervez N.	2003	O2O	organization	organization			commitment, cooperation, perception, performance	2	Journal of Business Research	Marketing	B
Brashear, Thomas G.; Manolis, Chris; Brooks, Charles M.	2005	O2O	sales manager	salesperson			control, justice and fairness, perception	1	Journal of Business Research	Marketing	B
Brouthers, Keith D.; Brouthers, Lance E.	2003	O2O	organization	organization		O	risk, transaction costs, trust propensity	9	Journal of Management Studies	Gen&Strat	B

Buchan, Nancy; Croson, Rachel	2004	O2O	partner	partner			expectations, trustworthiness	1	Journal of Economic Behavior & Organization	Economics	A
Bunduchi, Raluca	2005	O2O	customer	supplier			use, transaction costs	4	Information Systems Journal	MIS, KM	B
Burchell, Brendan; Frank Wilkinson	1997	O2O	firm	firm			perception	4	Cambridge Journal of Economics	Economics	A
Carney, Mick	1998	O2O	network firms	network firms			transaction costs	5	Journal of Management Studies	Gen&Strat	B
Carson, Stephen J.; Madhok, Anoop; Varman, Rohit; John, George	2003	O2O	organization	organization			use, communication, information, partnership and collaboration, performance, risk, trustworthiness	8	Organization Science	OS/OB, HRM, IR	A
Cavusgil, S. Tamer; Deligonul, Seyda; Zhang, Chun	2004	O2O	U.S. manufactorer	distributor			use, opportunism, transaction costs	2	Journal of International Marketing	Marketing	A
Chae, Bongsug; Yen, Hsiu J.; Sheu, Chwen	2005	O2O	supplier	retailer			cooperation, (in-)dependence, information, partnership and collaboration		IEEE Transactions on Engineering Management	OR, MS &POM	B
Child, John; Chung, Leanne; Davies, Howard	2003	O2O	parent	affiliate			control, performance, power	4	Journal of International Business Studies	Gen&Strat	A
Chryssochoidis, George; Theoharakis, Vasilis	2004	O2O	importer	exporter			experience, price, quality		Journal of Business Research	Marketing	B
Cole, Harold L.; Kehoe, Patrick J.	1998	O2O	organization	government			affect, reputation, trustworthiness	4	International Economic Review	Economics	A
Coletti, Angela L.; Sedatole, Karen L.; Towry, Kristy L.	2005	O2O	business partner	business partner			control, cooperation, opportunism, partnership and collaboration, trustworthiness	2	Accounting Review	F&A	A

Corsten, Daniel; Felde, Jan	2005	O2O	buyer	seller			(in-)dependence, partnership and collaboration, performance		International Journal of Physical Distribution & Logistics Management	OR, MS &POM	B
Coulter, Keith S.; Coulter, Robin A.	2003	O2O	clients	business suppliers			familiarity, empathy, performance	1	International Journal of Research in Marketing	Marketing	A
Cullen, John B.; Johnson, Jean L.; Sakano, Tomoaki	2000	O2O	organization	organization			affect, commitment, partnership and collaboration, performance	17	Journal of World Business	Gen&Strat	B
Currall, Steven C.; Inkpen, Andrew C.	2002	O2O	organization	organization			use	6	Journal of International Business Studies	Gen&Strat	A
Currall, Steven C.; Judge, Timothy A.	1995	O2O	organization	organization			use, conflict, partnership and collaboration, risk	23	Organizational Behavior & Human Decision Processes	OS/OB, HRM, IR	A
Das, T. K.; Teng, Bing-Sheng	2001	O2O	organization	organization			control, partnership and collaboration, performance, risk		Organization Studies	OS/OB, HRM, IR	A
Das, T.K.; Teng, Bing-Sheng	1998	O2O	firm	firm			confidence, control, cooperation, opportunism	136	Academy of Management Review	Gen&Strat	A
Daugherty, Patricia J.; Richey, Glenn R.; Hudgens, Bryan J.; Autry, Chad W.	2003	O2O	marketing, logistic personal	partner			industry, commitment, performance		International Journal of Logistics Management	OR, MS &POM	B
De Rond, Mark; Hamid, Bouchikhi	2004	O2O	organization	organization			autonomy, control, cooperation, performance, quality		Organization Science	OS/OB, HRM, IR	A

Author	Year						Keywords		Journal	Category	Grade
De Ruyter, Ko; Wetzels, Martin	2000	O2O	marketing	manufac-turing			use, bonding, communication, empathy, (in-)dependence, justice and fairness, reciprocity		Journal of Management Studies	Gen&Strat	B
De Wever, Sigrid; Martens, Rudy; Vandenbempt, Koen	2005	O2O	organization	organization			performance		Human Relations	OS/OB, HRM, IR	B
Dekker, Henri C.	2004	O2O	firm	firm			control, coordination, power, transaction costs	9	Accounting, Organizations and Society	F&A	A+
Dhanaraj, Charles; Lyles, Marjorie A.; Steensma, Kevin H.; Tihanyi, Laszlo	2004	O2O	organization	organization			performance, value		Journal of International Business Studies	Gen&Strat	A
Doney, Patricia M.; Cannon, Joseph P.	1997	O2O	supplier, salesperson	industrial buyer			control, performance	169	Journal of Marketing	Marketing	A+
Doney, Patricia M.; Cannon, Joseph P.; Mullen, Michael R.	1998	O2O	organization	another party			culture, transaction costs	58	Academy of Management Review	Gen&Strat	A
Dyer, Jeffrey H.	2000	O2O	supplier	automaker			partnership and collaboration	15	Journal of International Business Studies	Gen&Strat	A
Dyer, Jeffrey H.	1997	O2O	organization	organization			control, opportunism, partnership and collaboration, transaction costs, value	83	Strategic Management Journal	Gen&Strat	A
Dyer, Jeffrey H.; Chu, Wujin	2003	O2O	supplier	buyer			information, performance, transaction costs, trustworthiness, value	20	Organization Science	OS/OB, HRM, IR	A
Evirgen, Cuneyt T.	1996	O2O	organization	organization			industry, commitment, communication, (in-)dependence, partnership and collaboration, performance, power		Journal of International Business Studies	Gen&Strat	A

Frazier, Gary L.; Jaworski, Bernard J.; Kohli, Ajay K.; Weitz, Barton A.	1994	O2O	buyer	supplier			commitment, partnership and collaboration	2	Marketing Letters	Marketing	A
Fruchter, Gila E.; Sigué, Simon P.	2004	O2O	organization	organization			commitment, control, distrust, opportunism		Journal of Service Research	Marketing	A
Fryxell, Gerald E.; Dooley, Robert S.; Vryza, Maria	2002	O2O	parent	parent			affect, control, perception, performance	5	Journal of Management Studies	Gen&Strat	B
Gainey, Thomas W.; Klaas, Brian S.	2003	O2O	client	vendor			use, satisfaction, transaction costs	1	Journal of Management	Gen&Strat	B
Gale, Douglas	1978	O2O	agent	agent			use, value	9	Journal of Economic Theory	Economics	A+
Ganesan, Shankar	1994	O2O	buyer	seller, representative			use, similiarity, (in-)dependence, partnership and collaboration, reputation, satisfaction, time	189	Journal of Marketing	Marketing	A+
Ganesan, Shankar; Hess, Ron	1997	O2O	buyer	seller, representative			commitment	1	Marketing Letters	Marketing	A
Gao, Tao; Sirgy, Joseph M.; Bird, Monroe M.	2005	O2O	buyer	supplier			commitment, (in-)dependence, perception	1	Journal of Business Research	Marketing	B
Garcia-Canal, Esteban; Duarte, Cristina Lopez; Criado, Josep Rialp; Llaneza, Ana Valdes	2002	O2O	organization	organization			time	1	Management Decision	Gen&Strat	B
Gefen, David	2004	O2O	vendor	client			control, (in-)dependence, perception, quality		Journal of Management Information System	F&A	B
Gefen, David	2002	O2O	organization	organization			expectations, (in-)dependence, perception	6	Omega	OR, MS &POM	B
Geykens, Inge; Steenkamp, Jan-Benedict E. M.; Kumar,	1998	O2O	organization	channel partner			use, industry, satisfaction	2	International Journal of	Marketing	A

Nirmalya									Research in Marketing	
Geyskens, Inge; Steenkamp, Jan-Benedict E. M.; Kumar, Nirmalya	1999	O2O	organization	channel partner			use, commitment, power, satisfaction	37	Journal of Marketing Research (JMR)	Marketing	A+
Geyskens, Inge; Steenkamp, Jan-Benedict E. M.; Scheer, Lisa K.; Kumar, Nirmalya	1996	O2O	organization	channel partner			commitment, coordination, (in-)dependence, power	59	International Journal of Research in Marketing	Marketing	A
Gopalakrishnan, Shanthi; Santoro, Michael D.	2004	O2O	firm	university research center partner			culture, structure	1	IEEE Transactions on Engineering Management	OR, MS &POM	B
Gounans, Spiros P.	2005	O2O	organization	organization			commitment, quality	1	Journal of Business Research	Marketing	B
Grayson, Keny; Ambler, Tim	1999	O2O	organization	marketing service provider			use, partnership and collaboration	16	Journal of Marketing Research (JMR)	Marketing	A+
Griffith, David A.	2000	O2O	organization	organization			commitment, conflict, culture, satisfaction	11	Journal of International Business Studies	Gen&Strat	A
Gronhaug, Kjell; Henjesand, Inge J.; Koveland, Anita	1999	O2O	buyer	seller			partnership and collaboration, reciprocity	1	Journal of Strategic Marketing	Marketing	B
Gruen, Thomas W.; Shah, Reshma H.	2000	O2O	retailer	category management process			conflict, opportunism, performance	1	Journal of Retailing	Marketing	A
Gulati, Ranjay	1995	O2O	firm	firm			use, industry, familiarity, partnership and collaboration, transaction costs	90	Academy of Management Journal	Gen&Strat	A+
Gunnarsson, Claes; Jonsson, Seth	2003	O2O	organization	organization			use, commitment, loyalty, partnership and collaboration	1	European Journal of Operational Research	OR, MS &POM	A

Gutrich, John; Donovan, Deanna; Finucane, Melissa; Fochte, Will; Hitzhusenf, Fred; Manopimoke, Supachit; McCauley, David; Norton, Bryan; Sabatier, Paul; Salzman, Jim; Sasmitawidjaja, Virza	2005	O2O	organization	organization			experience, cooperation, partnership and collaboration, perception, quality, value		Journal of Environmental Management	Economics	A
Hagen, James M.; Choe, Soonkyoo	1998	O2O	buyer	supplier			industry, partnership and collaboration	14	Academy of Management Review	Gen&Strat	A
Hailén, Lars; Johanson, Jan; Seyed-Mohamed, Nazeem	1991	O2O	organization	organization			(in-)dependence		Journal of Marketing	Marketing	A+
Hancké, Bob	1998	O2O	firm	supplier firm			use, power, quality		Small Business Economics	Entrep	B
Hawes, Jon M.; Mast, Kenneth E.; Swan, John E.	1989	O2O	buyer	seller			expectations, information, perception, risk	22	Journal of Personal Selling & Sales Management	Marketing	B
Heanue, Kevin; Jacobson, David	2002	O2O	organization	organization					International Studies of Management & Organization	OS/OB, HRM, IR	B
Hewett, Kelly; Bearden, William O.	2001	O2O	foreign subsidiaries	headquarters			culture, (in-)dependence, performance	27	Journal of Marketing	Marketing	A+
Homburg, Christian; Kuester, Sabine; Beutin, Nikolas; Menon, Ajay	2005	O2O	organization	supplier			commitment, culture, quality, reward and benefits	1	Journal of International Marketing	Marketing	A
Howorth, Carole; Westhead, Paul; Wright, Mike	2004	O2O	vendor	buyer			information, negotiation, price, (re-)purchase		Journal of Business Venturing	Entrep	B
Hoyt, James; Huq, Faizul	2000	O2O	buyer	supplier			information, opportunism, partnership and collaboration, risk, transaction costs		International Journal of Physical Distribution & Logistics Management	OR, MS &POM	B

Humphreys, Pakl K.; Li, W.L..; Chan, L.Y.	2004	O2O	buyer	supplier			commitment, communication, performance, (re-)purchase	40	Omega	OR, MS &POM	B
Ibbott, Christopher J.; O'Keefe, Robert M.	2004	O2O	firm	firm			control, reward and benefits	2	Information Systems Journal	MIS, KM	B
Inkpen, Andrew C.; Currall, Steven C.	2004	O2O	organization	organization			control, partnership and collaboration	2	Organization Science	OS/OB, HRM, IR	A
Ireland, Duane R.; Hitt, Michael A.; Vaidyanath, Deepa	2002	O2O	organization	organization			cooperation, partnership and collaboration, reward and benefits, transaction costs, value	24	Journal of Management	Gen&Strat	B
Jap, Sandy D.	1999	O2O	buyer	supplier			use, coordination, partnership and collaboration, performance, time	30	Journal of Marketing Research (JMR)	Marketing	A+
Jap, Sandy D.; Anderson, Erin	2003	O2O	buyer	supplier			expectations, goal congruence, opportunism, performance, transaction costs	4	Management Science	OR, MS &POM	A+
Jeffries, Frank L.	2000	O2O	firm	firm			motivation, negotiation	16	Academy of Management Review	Gen&Strat	A
Johnson, Jean L.; Cullen, John B.; Sakano, Tomoaki; Takenouchi, Hideyuki	1996	O2O	partner	partner			similiarity, cooperation, culture, reciprocity	24	Journal of International Business Studies	Gen&Strat	A
Johnson, Julie T.; Barksdale, Hiram C., Jr.; Boles, James S.	2003	O2O	customer	salespeople			expectations, satisfaction	4	Journal of Business Research	Marketing	B
Johnson, Simon; McMillan, John; Woodruff, Christopher	2002	O2O	customer	organization			beliefs	14	Journal of Law, Economics & Organization	Economics	A
Johnston, David A.; McCutcheon, David M.; Stuart, Ian F.; Kerwood, Hazel	2004	O2O	buyer	supplier			performance	4	Journal of Operations Management	OR, MS &POM	A

Joshi, Ashwin W.; Stump, Rodney L.	1999	O2O	manufacturer	supplier			partnership and collaboration, reciprocity, transaction costs	27	Journal of the Academy of Marketing Science	Marketing	A
Kajuter, Peter; Kulmala, Harri I.	2005	O2O	customer	supplier					Management Accounting Research	F&A	A
Kay, Neil M.	1996	O2O	organization	organization					International Journal of the Economics of Business	Economics	A
Kent, John; Mentzer, John	2003	O2O	buyer	supplier			commitment, information, performance, satisfaction, time, transaction costs	5	Journal of Business Logistics	OR, MS &POM	B
Kidd, John; Richter, Frank-Jürgen; Li, Xue	2003	O2O	organization	organization			industry, culture, ethics		Management Decision	Gen&Strat	B
Kieser, Alfred	2001	O2O	organization	organization			coordination		Organization Science	OS/OB, HRM, IR	A
Kim, Keysuk S.	2000	O2O	distributor	supplier			use, power, reciprocity		Journal of the Academy of Marketing Science	Marketing	A
Knight, Louise A.	2000	O2O	organization	supplier			commitment, partnership and collaboration, (re-)purchase	3	Journal of Strategic Marketing	Marketing	B
Koojaroenpaisan, Pranee	1997	O2O	organization	organization			information, partnership and collaboration		Journal of International Business Studies	Gen&Strat	A
Korczynski, Marek	2000	O2O	organization	organization			cooperation, power, risk, transaction costs	6	Journal of Management Studies	Gen&Strat	B

Korczynski, Marek	1996	O2O	firm	firm			industry, control, dominance, opportunism, performance, risk	1	Journal of Management Studies	Gen&Strat	B
Kozak, Robert A.; Cohen, David H.	1997	O2O	distributpor of western red cedas	supplier			partnership and collaboration, reward and benefits		Journal of Business Research	Marketing	B
Kumar, Nirmalya; Scheer, Lisa K.	1995	O2O	dealer	supplier			affect, attitude, commitment, conflict, (in-)dependence	99	Journal of Marketing Research (JMR)	Marketing	A+
Lane, Christel; Bachmann, Reinhard	1996	O2O	organization	organization			risk		Organization Studies	OS/OB, HRM, IR	A
Langfield-Smith, Kim; Smith, David	2003	O2O	electronic company	IT operations			control, transaction costs	6	Management Accounting Research	F&A	A
Larson, Andrea	1992	O2O	entrepre-neurial firm	entrepre-neurial firm			control, coordination, (in-)dependence, reciprocity, reputation	164	Administrative Science Quarterly	Gen&Strat	A+
Lee, Don Y.; Dawes, Philip L.	2005	O2O	buyer	salesperson, supplier			use, partnership and collaboration	1	Journal of International Marketing	Marketing	A
Leonidou, Leonidas C.; Katsikeas, Constantine S.; Hadjimarcou, John	2002	O2O	organization	overseas customer			commitment, communication, conflict, cooperation, (in-)dependence	1	Journal of International Marketing	Marketing	A
Lewin, Jeffrey E.; Johnston, Wesley J.	1997	O2O	distributor	manufac-turing principal			commitment, communication, cooperation, (in-)dependence, information, justice and fairness	14	Journal of Business Research	Marketing	B
Li, Julie J.; Zhou, Kevin Z.; Lam, Simon S.K.; Tse, David K.	2006	O2O	senior manager	headquarter			use, communication, control		Journal of Business Research	Marketing	B

Lin, Fu-ren; Sung, Yu-wei; Lo, Yi-pong	2005	O2O	customer	sellers			negotiation, order fulfillment, performance, quantity, time, trust propensity		International Journal of Electronic Commerce	MIS, KM	A
Liu, Annie H., Leach, Mark P.	2001	O2O	salesforce	customer			expertise, loyalty, perception, power, quality, satisfaction	9	Journal of Personal Selling & Sales Management	Marketing	B
Lohtia, Ritu; Bello, Daniel C.; Yamada, Teruhisa; Gilliland, David I.	2005	O2O	buyers	trading partner, seller			commitment, culture, dominance, performance	1	Journal of Business Research	Marketing	B
Lorenz, Edward	1999	O2O	organization	organization			cooperation, negotiation, partnership and collaboration, transaction costs, trustworthiness	12	Cambridge Journal of Economics	Economics	A
Lorenzen, Mark	2001	O2O	organization	organization			coordination, transaction costs		International Studies of Management & Organization	OS/OB, HRM, IR	B
Lovett, Steve; Simmons, Lee C.; Kali, Raja	1999	O2O	person	person			use, ethics, uncertainty	35	Journal of International Business Studies	Gen&Strat	A
Lui, Steven S.: Ngo, Hang-Yue	2005	O2O	organization	organization			industry, cooperation, partnership and collaboration, transaction costs	2	Journal of Management Studies	Gen&Strat	B
Lui, Steven S.; Ngo, Hang-Yue	2004	O2O	organization	organization			cooperation, opportunism, partnership and collaboration, transaction costs	1	Journal of Management	Gen&Strat	B

Lui, Steven S.; Ngo, Hang-yue; Hon, Alice H.Y.	2006	O2O	architect	contractor			use, similiarity, cooperation, reputation		Journal of Business Research	Marketing	B
Luo, Yadong	2002	O2O	organization	organization			commitment, culture, partnership and collaboration, performance, reciprocity		Journal of Management	Gen&Strat	B
Lusch, Robert F.; O'Brien, Matthew; Sindhav, Birud	2003	O2O	retailer	supplier			commitment, cooperation, reward and benefits		Journal of Retailing	Marketing	A
MacMillan, Keith; Money, Kevin L; Money, Arthur; Downing, Steve	2005	O2O	non-profit	funder			commitment, communication, reward and benefits		Journal of Business Research	Marketing	B
Madhok, Anoop	2006	O2O	organization	organization			attitude, partnership and collaboration	1	Journal of International Business Studies	Gen&Strat	A
Madhok, Anoop	2006	O2O	organization	organization			cooperation, partnership and collaboration, satisfaction, tolerance		Journal of International Business Studies	Gen&Strat	A
Mayer, Kyle J.; Argyres, Nicholas S.	2004	O2O	organization	organization			use, industry, partnership and collaboration, risk, transaction costs	7	Organization Science	OS/OB, HRM, IR	A
McKnight, Harrison D.; Cummings, Larry L.; Chervany, Norman L.	1998	O2O	organizatio-nal parties	organizatio-nal parties			partnership and collaboration	93	Academy of Management Review	Gen&Strat	A
Miller, Monty G.; Fitzgerald, Stephen P.; Murrell, Kenneth L.; Preston, Joanne; Ambekar, Rajendra	2005	O2O	organization	organization			culture, partnership and collaboration		Journal of Applied Behavioral Science	Psychology	B
Miyamoto, Tadayuki; Rexha, Nexhmi	2004	O2O	buyer	supplier			commitment, competence, cooperation, perception, satisfaction	2	Journal of Business Research	Marketing	B

Moberg, Christopher R.; Speh, Thomas W.	2003	O2O	buyer	supplier			commitment, ethics, information, quality, (re-)purchase, reward and benefits, risk	3	Journal of Business Logistics	OR, MS &POM	B
Mohr, Jakki; Spekman, Robert	1994	O2O	manufacturer	dealer			communication, conflict, cooperation, partnership and collaboration, purchase size, quality, satisfaction	158	Strategic Management Journal	Gen&Strat	A
Möllering, Guido	2002	O2O	supplier	buyer			industry, perception, transaction costs, trustworthiness	4	Cambridge Journal of Economics	Economics	A
Monczka, Robert M.; Petersen, Kenneth J.; Handfield, Robert B.; Ragatz, Gary L.	1998	O2O	supplier	supplier			use, commitment, conflict, coordination, (in-)dependence, information, partnership and collaboration, quality, (re-)purchase, reward and benefits	31	Decision Sciences	OR, MS &POM	B
Morgan, Robert M.; Hunt, Shelby D.	1994	O2O	organization	supplier			commitment	522	Journal of Marketing	Marketing	A+
Mouritsen Jan; Thrane Sof	2006	O2O	firm	firm			competence, control, (in-)dependence, transaction costs		Accounting, Organizations and Society	F&A	A+
Mudambi, Ram; Helper, Susan	1998	O2O	supplier	buyer			industry, commitment, cooperation, information	10	Strategic Management Journal	Gen&Strat	A
Murphy, Patrick E.	1999	O2O	organization	salespeople, supplier			culture, empathy, integrity, justice and fairness	8	Journal of Business Ethics	OS/OB, HRM, IR	B
Muthusamy, Senthil K.; White, Margaret A.	2005	O2O	partner	partner			commitment, partnership and collaboration, reciprocity		Organization Studies	OS/OB, HRM, IR	A

Narasimhan, Ram; Nairb, Anand	2005	O2O	buyer	supplier			information, performance, quality, time		International Journal of Production Economics	OR, MS &POM	B
Narayandas, Das; Rangan, Kasturi V.	2004	O2O	buyer	seller			use, commitment, partnership and collaboration, power	13	Journal of Marketing	Marketing	A+
Ness, Håvard; Haugland, Sven A.	2005	O2O	Norwegian Road Authorities	private contractor			cooperation, (in-)dependence, negotiation		Journal of Business Research	Marketing	B
Newell, Sue; Swan, Jacky	2000	O2O	organization	partner			coordination, partnership and collaboration	10	Human Relations	OS/OB, HRM, IR	B
Nguyen, Thang V.	2005	O2O	organization	organization			time	1	Journal of World Business	Gen&Strat	B
Nicholson, Carolyn Y.; Compeau, Larry D.; Sethi, Rajesh	2001	O2O	buyer	sales represen-tatives			similiarity, likeability and liking, partnership and collaboration	14	Journal of the Academy of Marketing Science	Marketing	A
Nooteboom, Bart	1996	O2O	organization	organization			control, cooperation, (in-)dependence, opportunism, partnership and collaboration, risk, transaction costs		Organization Studies	OS/OB, HRM, IR	A
Nooteboom, Bart; Berger, Hans; Nooriderhaven, Niels G.	1997	O2O	supplier	firm			perception, risk, transaction costs	63	Academy of Management Journal	Gen&Strat	A+
Norman, Patricia M.	2004	O2O	firm	partner			partnership and collaboration, satisfaction, transaction costs	4	Journal of Business Research	Marketing	B
Parkhe, Arvind	1998	O2O	organization	organization			control, cooperation	11	Journal of World Business	Gen&Strat	B
Parkhe, Arvind	1998	O2O	organization	organization			culture, distrust	14	Journal of World Business	Gen&Strat	B
Parkhe, Arvind; Miller, Stewart R.	2000	O2O	organization	organization			ethics, distrust, opportunism	1	Academy of Management Review	Gen&Strat	A

Payan, Janice M.; McFarland, Richard G.	2005	O2O	organization	organization			use, (in-)dependence, information	4	Journal of Marketing	Marketing	A+
Perelman, Michael	1998	O2O	agent	agent			distrust, quality	1	American Journal of Economics & Sociology	Economics	A
Perrone, Vincenzo; Zaheer, Akbar; McEvily, Bill	2003	O2O	buyer, purchasing manager	supplier			use, culture, motivation, (re-)purchase	6	Organization Science	OS/OB, HRM, IR	A
Perry, Monica L.; Sengupta, Sanjit; Krapfel, Robert	2004	O2O	organization	organization			commitment, coordination, performance, risk	2	Journal of Business Research	Marketing	B
Plank, Richard E.; Reid, David A.; Pullins, Ellen B.	1999	O2O	buyer	salesperson, company, product, service			use, perception, reliability		Journal of Personal Selling & Sales Management	Marketing	B
Poppo, Laura; Zenger, Todd	2002	O2O	manager	manager			(in-)dependence, opportunism, performance	46	Strategic Management Journal	Gen&Strat	A
Pressey, Andrew; Tzokas, Nikolaos	2004	O2O	buyer	supplier			commitment, confidence, perception, performance, reward and benefits		Management Decision	Gen&Strat	B
Ramasamy, Bala; Goh, K.W.; Yeung, Matthew C.H.	2006	O2O	organization	organization			commitment, communication	1	Journal of Business Research	Marketing	B
Rao, Asha; Schmidt, Stuart M.	1998	O2O	organization	organization			conflict, culture, (in-)dependence, negotiation, perception, power, time, transaction costs	9	Journal of International Business Studies	Gen&Strat	A
Ratnasingam, Pauline	2005	O2O	Cisco	Compaq			confidence, expectations, trustworthiness		Decision Support Systems	MIS, KM	B

Reed, Michael I.	2001	O2O	organization	organization			control, expertise, power		Organization Studies	OS/OB, HRM, IR	A
Ricard, Line; Perrien, Jean	1999	O2O	customer	salesperson			industry, culture, justice and fairness, perception, performance, satisfaction	5	Journal of Business Research	Marketing	B
Rindfleisch, Aric	2000	O2O	organization	organization			cooperation	4	Marketing Letters	Marketing	A
Rodríguez, Carlos M.; Wilson, David T.	2002	O2O	alliance partner	alliance partner			commitment, cooperation, culture, (in-)dependence, partnership and collaboration		Journal of International Marketing	Marketing	A
Román, Sergio; Ruiz, Salvador	2005	O2O	salesperson	customer			industry, attitude, commitment, ethics, partnership and collaboration, perception, quality, satisfaction	1	Journal of Business Research	Marketing	B
Rousseau, Denise M.; Sitkin, Sim B.; Burt, Ronald S.; Camerer, Colin	1998	O2O	firm	firm				105	Academy of Management Review	Gen&Strat	A
Sabel, Charles F.	1993	O2O	organization	organization			industry, experience, cooperation, distrust,	26	Human Relations	OS/OB, HRM, IR	B
Sabherwal, Rajiv	1999	O2O	client	vendor			cooperation, culture	14	Communications of the ACM	MIS, KM	B
Sako, Mari; Helper, Susan	1998	O2O	supplier	supplier			industry, opportunism, transaction costs		Journal of Economic Behavior & Organization	Economics	A

Santoro, Michael D.; Saparito, Patrick A.	2003	O2O	firm	university partner			industry, communication, partnership and collaboration	5	IEEE Transactions on Engineering Management	OR, MS &POM	B
Saparito, Patrick A.; Chen, Chao C.; Sapienza, Harry J.	2004	O2O	SME	banks			beliefs, customer orientation, motivation	4	Academy of Management Journal	Gen&Strat	A+
Schmitz, Hubert	1999	O2O	organization	organization			culture	6	Journal of International Economics	Economics	A
Schurr, Paul H.; Ozanne, Julie L.	1985	O2O	buyer	seller			cooperation, manipulation, trustworthiness	71	Journal of Consumer Research	Marketing	A+
Seal, Willie; Vincent-Jones, Peter	1997	O2O	firm	firm			cooperation, distrust		Accounting, Auditing & Accountability Journal	F&A	B
Selnes, Fred; Sallis, James	2003	O2O	customer	supplier			use, cooperation, culture, information, performance	4	Journal of Marketing	Marketing	A+
Siguaw, Judy A.; Baker, Thomas L.; Simpson, Penny M.	2003	O2O	distributor	supplier			commitment, communication, customer orientation, perception, satisfaction	2	Journal of Business Research	Marketing	B
Siguaw, Judy A.; Simpson, Penny M.; Baker, Thomas L.	1998	O2O	supplier	distributor			commitment, cooperation, job related tension, performance, satisfaction	53	Journal of Marketing	Marketing	A+
Simpson, James T.; Mayo, Donna T.	1997	O2O	beer distributor	supplier			use, commitment, satisfaction	10	Journal of Business Research	Marketing	B
Singh, Jagdip; Kilgore, Jean E.; Jayanti, Rama K.; Agarwal, Kokil; Gandarvakottai, Ramadesikan R.	2005	O2O	organization	organization			use, industry, culture	1	Journal of Public Policy & Marketing	Marketing	B

Smith, Brock J., Barclay, Donald W.	1999	O2O	marketing managers	marketing managers			industry, cooperation, (in-)dependence, partnership and collaboration	4	Journal of Personal Selling & Sales Management	Marketing	B
Smith, Brock, J.; Barclay, Donald W.	1997	O2O	marketing managers	marketing managers			industry, cooperation, partnership and collaboration, perception, performance, satisfaction, trustworthiness	2	Journal of Marketing	Marketing	A+
Smith, Paul M.; Ross, Erik S.; Smith, Timothy	1997	O2O	window and door distributor	supplier			(in-)dependence, information	1	Journal of Business Research	Marketing	B
Stephens, Carroll U.	2001	O2O	organization	organization					Organization Science	OS/OB, HRM, IR	A
Styles, Chris; Hersch, Lisa	2005	O2O	organization	organization			commitment, competence, negotiation, partnership and collaboration		Journal of International Marketing	Marketing	A
Sullivan, Jeremiah; Peterson, Richard B.; Kameda, Naoki; Shimada, Justin	1981	O2O	firm	firm			conflict, culture	7	Academy of Management Journal	Gen&Strat	A+
Svejenova, Silviya	2006	O2O	organization	organization			partnership and collaboration		Journal of International Business Studies	Gen&Strat	A
Svensson, Göran	2001	O2O	customer	supplier, customer			industry, perception	1	International Journal of Physical Distribution & Logistics Management	OR, MS &POM	B
Svensson, Göran	2001	O2O	organization	organization			partnership and collaboration	2	Management Decision	Gen&Strat	B
Sydow, Jörg; Windeler, Arnold	2003	O2O	organization	organization			control, dominance, job related tension		International Studies of Management & Organization	OS/OB, HRM, IR	B

Tan, Yao-Hua; Thoen, Walter	2002	O2O	organization	organization			control		Decision Support Systems	MIS, KM	B
Tomlinson, Frances	2005	O2O	organization	organization			partnership and collaboration		Organization Studies	OS/OB, HRM, IR	A
Tomkins, Cyril	2001	O2O	firm	firm			control, information	22	Accounting, Organizations and Society	F&A	A+
Turowski, Dieter	2005	O2O	company	company			use, experience, commitment, negotiation		Journal of Applied Corporate Finance	F&A	B
Valenzuela, José L. D.; Villacorta, Fernando S.	1999	O2O	customer	supplier			communication, cooperation, ethics, partnership and collaboration, perception, quality	2	Journal of Business Ethics	OS/OB, HRM, IR	B
Van Der Meer-Kooistra Jeltje; Vosselman, Ed G. J.	2000	O2O	outsourcer	supplier			control, culture	6	Accounting, Organizations and Society	F&A	A+
Van Durme, Joël; Brodie, Roderick J.; Redmore, David	2003	O2O	organization	organization			cooperation, reputation		Marketing Theory	Marketing	A
Van Marrewijk, Alfons	2004	O2O	organization	organization			commitment, control, culture, quality		Journal of Managerial Psychology	OS/OB, HRM, IR	B
Van Witteloostuijn, Arjen	2003	O2O	organization	organization			conflict, cooperation, trustworthiness		International Studies of Management & Organization	OS/OB, HRM, IR	B
Vangen, Siv; Huxham, Chris	2003	O2O	organization	organization			distrust, partnership and collaboration	10	Journal of Applied Behavioral Science	Psychology	B
Volery, Thierry; Mensik, Stan	1998	O2O	organization	organization			partnership and collaboration	3	Journal of Business Ethics	OS/OB, HRM, IR	B
Walter, Achim	2003	O2O	manufacto-ring company	supplier			commitment, involvement and participation		Journal of Business Research	Marketing	B
Whitley, Richard; Henderson, Jeffrey; Czaban, Laszlo; Lengyel, Gyorgy	1996	O2O	supplier	customer			(in-)dependence		Organization Studies	OS/OB, HRM, IR	A

Author	Year						Concepts	Cit.	Journal	Field	Rank
Witkowski, Terrence H.; Thibodeau, Eric J.	1999	O2O	buyer	seller			communication, culture, expectations, nationality and ethnicity, reputation	3	Journal of Business Research	Marketing	B
Wong, Y.H.; Chan, Ricky Y.-K.	1999	O2O	organization member	organization member			opportunism, quality	19	Journal of Business Ethics	OS/OB, HRM, IR	B
Woolthuis, Rosalinde K.; Hillebrand, Bas; Nooteboom, Bail	2005	O2O	organization	organization			use, contract, control		Organization Studies	OS/OB, HRM, IR	A
Yamagishi, Toshio; Cook, Karen S.; Watabe, Motoki	1998	O2O	buyer	seller			commitment, culture, uncertainty	12	American Journal of Sociology	Sociology	A
Zaheer, Akbar; McEvily, Bill; Perrone, Vincenzo	1998	O2O	manager	manager			performance	1	Organization Science	OS/OB, HRM, IR	A
Zaheer, Akbar; Venkatraman, N.	1995	O2O	organization	organization			transaction costs	71	Strategic Management Journal	Gen&Strat	A
Zaheer, Srilata; Zaheer, Akbar	2006	O2O	business partner	business partner			culture, (in-)dependence, nationality and ethnicity, partnership and collaboration		Journal of International Business Studies	Gen&Strat	A
Zhang, Chun; Cavusgil, Tamer S.; Roath, Anthony S.	2003	O2O	buyer	seller			use, culture	6	Journal of International Business Studies	Gen&Strat	A
Eiser, Richard J.; Miles, Susan; Frewer, Lynn J.	2002	-	public	technology			acceptance, attitude, perception, risk	7	Journal of Applied Social Psychology	Psychology	A
Neumann, Peter G.	1992	-	people	computer			use, experience		Communications of the ACM	MIS, KM	B
Parasuraman, Raja; Miller, Christopher A.	2004	-	user	computer, automation				2	Communications of the ACM	MIS, KM	B
Poortinga, Wouter; Pidgeon, Nick F.	2006	-	individual	genetically modified food			similiarity, risk	1	Journal of Applied Social Psychology	Psychology	A
Taub, Bart	1985	-	individual	paper money				1	Journal of Banking & Finance	F&A	A

table 1: Interdisciplinary trust articles from 1966 until 2006

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