

CONTENTS

Preface	v
Figures	ix
1 Allured by Trust?	
1.1 Topicality of Trust: Blessing or Burden?	1
1.2 Key Concepts and Challenges	7
1.3 Overview of the Book	10
2 Trust and Reason	
2.1 The Rationalist Paradigm	13
2.2 Trust in Rational Choice Perspectives	15
2.3 Trust in Economic Theories	24
2.4 The Rationality of Emotions	44
2.5 Indicators of Trustworthiness	46
3 Trust and Routine	
3.1 Taken-for-Grantedness	51
3.2 Trust as a Form of Natural Attitude	54
3.3 Trust as a Form of Institutional Isomorphism	61
3.4 Rules, Roles and Routines	65
3.5 Trust in Institutions	71
4 Trust and Reflexivity	
4.1 Adopting a Process View	77
4.2 The Functionality of 'Blind' Trust	80
4.3 Experience and the 'Principle of Gradualness'	84
4.4 Familiarity, Unfamiliarity, Familiarization	94
4.5 Active Trust and Reflexive Structuration	99

5 The Leap of Faith	
5.1 The Missing Element: Suspension	105
5.2 As if: Trust as Fiction	112
5.3 Bracketing: Just Do It	115
5.4 The Will to Believe	119
5.5 Evidence of Suspension	121
6 Studying Trust	
6.1 Overview of Empirical Approaches	127
6.2 Quantitative Studies: Measuring Trust	135
6.3 Qualitative Studies: Understanding Trust	140
6.4 Comparative Studies: Context and History	145
6.5 Calling for Interpretative Studies	151
7 Experiencing Trust	
7.1 An Exploratory Study of Buyer–Supplier Relations	155
7.2 Case I: Uni Press, Brass Plate Paper and Scott Mills	160
7.3 Case II: Bluechip Print and Merch Papers	170
7.4 Case III: Retail Group Print Unit and Repute Papers	176
7.5 Interpreting Trust Relationships: Lessons from the Cases	185
8 Positive Expectations	
8.1 Core Insights and Contributions	191
8.2 Reconnecting to Bigger Research Agendas	193
8.3 Avenues for Further Trust Research	196
Bibliography	199
Index	217

FIGURES

2.1	The Trustor's Bet	16
2.2	Effect of Trust on Transaction Costs	28
2.3	The Trust Game	34
2.4	The Trust Game with Contractual Penalty and Incentives	35
2.5	Trust Game with (Un)Trustworthy Trustees	42
3.1	Types of Isomorphism	63
4.1	Spiral Reinforcement Model of Trust	86
4.2	Process Framework of the Development of Cooperative IORs	91
4.3	Duality and Recursiveness in the Constitution of Trust	101
5.1	The Trust Wheel – An Integrative Framework	110
6.1	Heuristics for Categorizing Empirical Work on Trust	129
6.2	Perceptions of Trust in the Cambridge Contracting Study	148
7.1	Typology of Supplier Relations	158