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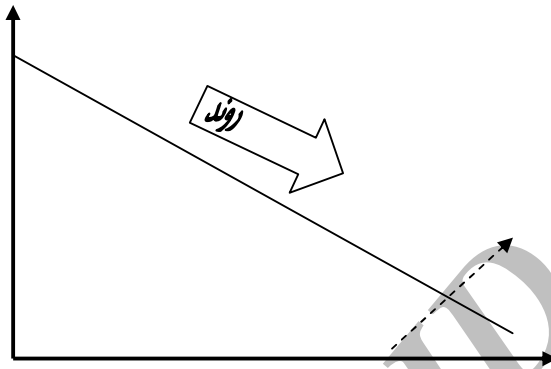
(2000)⁵

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- 1. Ferrin
 - 2. Bligh
 - 3. Kohles
 - 4. Zand
 - 5. Delfgaauw
 - 6. Trust
 - 7. Transparency



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(Source: Jahansoozi, 2006, 944)

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.[Cofta, 2007, 13]« 17 »: (2007)¹
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 (1950)⁶ .[Elliot, 2007, 989].«
 .[Ammeter, 2004, 49]⁸« 7 »:
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1. Cofta
 2. Malhotra
 3. Murnighan
 4. Gulafi
 5. Opportunistically
 6. Erikson
 7. Belief
 8. Goodness

2 .[Cafta, 2007]. 1" "

4" " " " (1988)

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5 .[Rgusseau, 1998, 50]

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» : (1995)

. [Podrug, 2008, 5]«

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- 1- Distrust
 - 2. Rousseau
 - 3. Willingness
 - 4. Vulnerability
 - 5. Mayer
 - 6 . Marrow
 - 7 . Confidence
 - 8. Benevolent
 - 9. Reliable
 - 10 . Honest
 - 11 . Open
 - 12 . Podrug

» : (1979) ¹ .

(1999) ³ (2006) ² .[Burauskas, 2008, 18]«

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.[Welch, 2006, 140] «

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- 1. Luhmann
 - 2. Welch
 - 3. Blois

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(Interpersonal)

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- 8. Mary Welch
- 9. Ledingham
- 10. Grunig and Hon
- 11. Jo
- 12. Bruning
- 13. Chia

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Burauskas, 2008,]" " :

»: (2001)³ .[18

[Korinek, 2001, 77]«

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[Rawlins, 2007, 8]«

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- 1 . Relationships
 - 2 . Misztal
 - 3 . Korinek
 - 4 . Stephen R. Covey
 - 5 . Social Construction
 - 6 . Permanent
 - 7 . Korinek

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1 .[Korinek, 2001, 78]

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.[Ibid, p. 77]«

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1. Involve Me
 2. Kaufmann
 3. Bellver

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» : [Kaufmann, 2005, 4]«

» : [Lindstedt, 2007, 6]«

» : (1999)⁶

» : (2004) " GEMI"⁷

» : «

» : (2002)⁹

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1 . Lindstedt
 2 . Naurin
 3 . Increased Flow
 4 . Reliable
 5 . Relevant
 6 . Florini
 7 .Global Environmental Management Initiative
 8 . Two-Way, Responsive Dialogue
 9 . Zhu

[Zhn, 2004, 1]«

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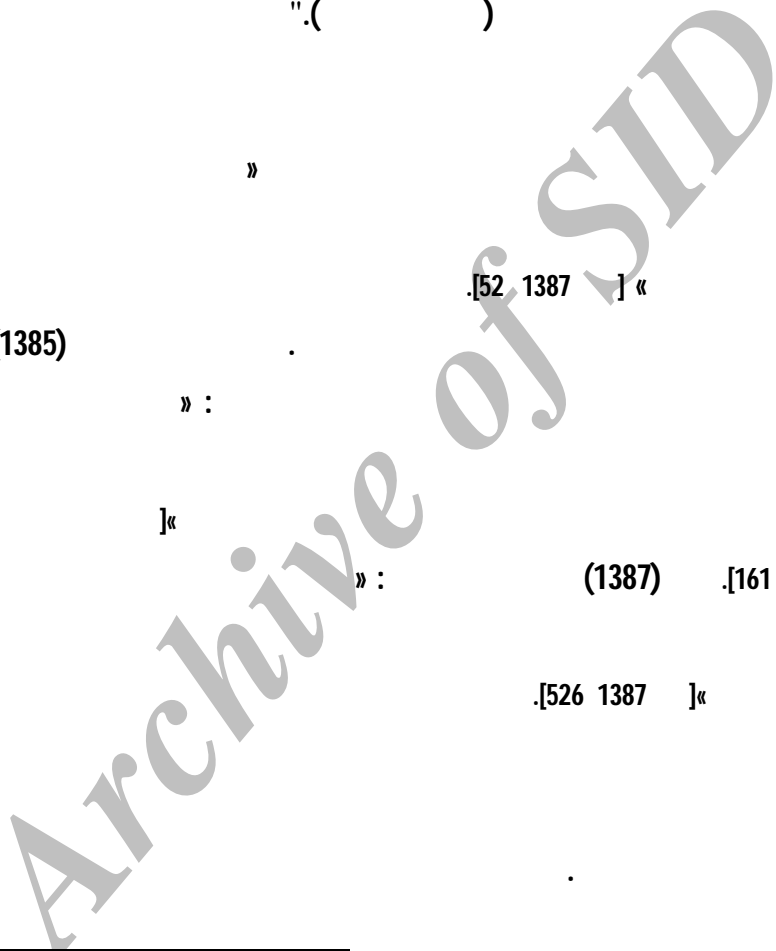
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[526 1387] «

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- 1. Visibility
 - 2. Secrecy



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[Kopczak, 2007, 6-7] «

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1. Edelman

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1» " [Ibid, p.2]«

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[Ibid] «

» : (1995) ⁴

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» .[Akkermans, 2004, 447]«

[Kehler, 2004, 2004, 4]«

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[Jahansoozi, 2006, 943]«

1. Reciprocal

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[Bundt, 2000, 761]«

3. Butler

4. Kordgaard

5. Procedural Justice

6. Jahansoozi

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[Zand, 1972, 230-213]⁴«

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1. Parks
2. Hilbert
3. Zand

5. Cuganesan
6. Substitutive Perspective
7. Complementary Perspective

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Cuganesan, 2007, 108-] ()

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- 1 . Control-Based
 - 2 . Trust-Based
 - 3 . Minimize

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. [Rawlins, 2008, 3]«

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- 1. Trustworthy
 - 2. Physical Monitoring
 - 3 . Das
 - 4. Teng

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[Cofta, 2007, 28] 3 : 2

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1. Confidence

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(Cofta, 2007, 173) « (

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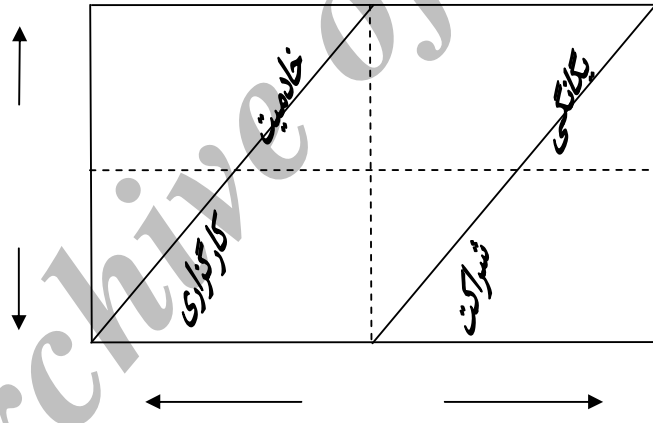
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(Between Trust and Control: Developing Confidence in Partner Cooperation in Alliances)

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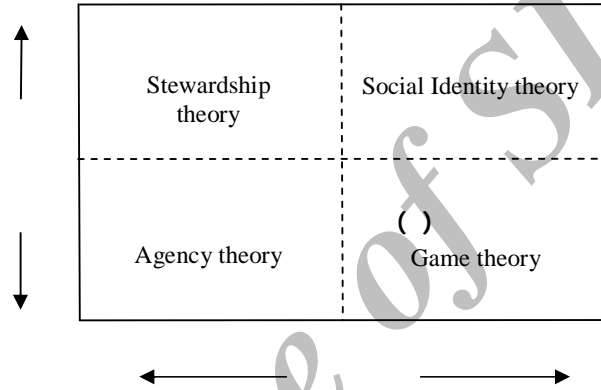


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1. Principal-Agent

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1. Self-Serving

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» [Ramanchandran, 2007, 9] « (

» [Bundt, 2000, 760] «

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(Source: Klein. *et al.*, 2005, 3)

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- 1. Empowerment
 - 2. Collective serving
 - 3. Identification
 - 4. Risk Orientation

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» [Turocy, 2007, 7]

» [Ferrin, et al., 2007, 4687] «

Joint Venture .5

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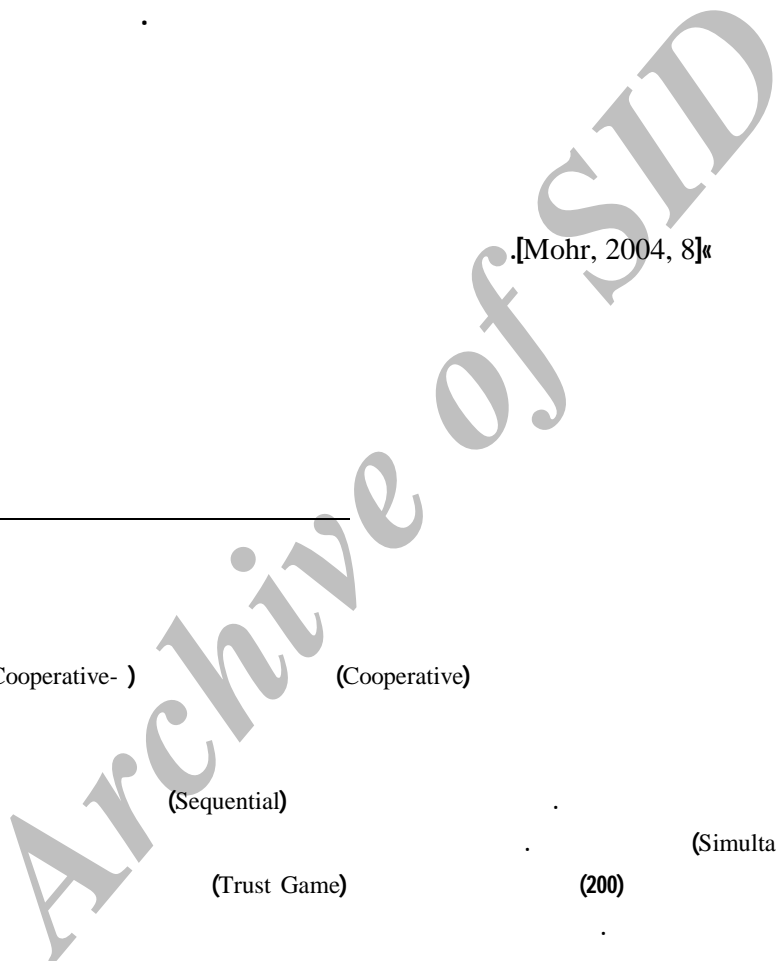
(Sequential)

(Simultaneous)

(Trust Game)

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» . [Cofta, 2007] «

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- 1. Oneness
 - 2. Social Identity theory
 - 3. Entity
 - 4. Reflected memories
 - 5. Processed

.[Stets & Burke, 2000]«

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.[Puusa & Tolvanen, 2006]«

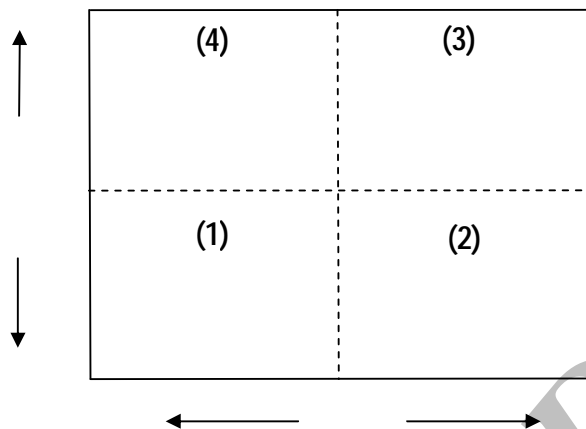
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- 1. Categorize
 - 2. Organizational Identity



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- 1. Accounting Control
 - 2. Contractual-Based Control

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Lindstedt & Naurin, 2007,]«

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[Korinek, 201, 2] «

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[Cafta, 2007, 88]«

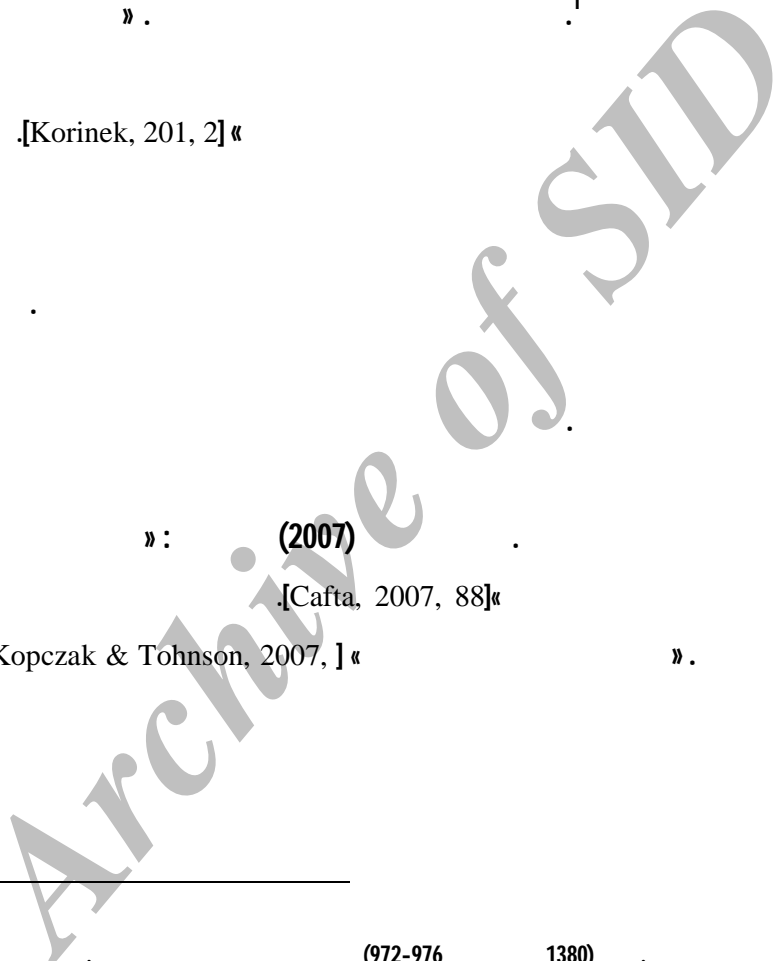
Kopczak & Tohnson, 2007,] «

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[Buraus & Aldama, 2008]¹

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[Kopczak & Tohnson, 2007, 6]

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