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Altri autori (Persone)	ZappalaSalvatore GrayColin
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states, purchase intention and perceived risk in online shopping /
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the Internet / Daniele Scarpi -- Risk perception as a motivational
barrier for online purchasing / Annamaria S. de Rosa, Elena Bocci and
Sara Saurini -- Conclusions : common themes and future perspectives
/ Salvatore Zappala and Colin Gray.

Sommario/riassunto

This publication deals with the impact of Information and
Communications Technologies (ICT) on small businesses and
consumers. Its coverage includes the adoption of ICT by small firms;
the use of ICT applications to support marketing and sales
transactions; and the factors that influence consumers' online
purchasing decisions.
