

SWIFT TRUST WITH TECHNOLOGY: IS IT POSSIBLE?

Kuanchin Chen, Center for Business Analytics, Western Michigan University, Kalamazoo, MI 49008, U.S.A., kc.chen@wmich.edu

Joanna Paliszkieicz, Institute of Management, Warsaw University of Life Sciences, Poland, joanna_paliszkiewicz@sggw.edu.pl

ABSTRACT

Swift trust is a form of trust that arises when people are expected to work under the time pressure to accomplish a common goal with other members who they might not have met face-to-face before. This makes it difficult to acquire the essential prerequisites for traditional trust. The swift trust literature comprises studies concerning about human-to-human swift trust, but the nature of today's work also requires one to work with technology. In this study, we review the existing findings of trust in technology and explore the possibilities of swift trust together with technology. Managerial implications will be provided.