

## عنوان مقاله:

A study of the effect of E-bank service on E-Trust: An E-Security approach

## محل انتشار:

هفتمین کنفرانس بین المللی تجارت الکترونیک در کشورهای در حال توسعه با رویکرد بر امنیت ECDC2013 (سال: 1392)

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## خلاصه مقاله:

This study examined the effect of E-bank service on E-Trust with E-Security approach. So this research discusses the issue based on Theoretical frame work of marketing and EBanking. Then a questionnaire was designed to evaluate the variables and finally with certainty of Reliability and Validity of evaluation device, was administered among 260 customers of Iran Melli Bank. Results of the research model show that E-bank service affects E-trust on the whole. It was also revealed that each component of E-Banking affects E-trust; consequently the research hypotheses were confirmed. In the end, this research introduces ways for designing e-banking service from the point of view of security .that can help banks with security and e-banking and consequently costumer orientation

## کلمات کلیدی:

E-Bank service, E-Trust, E-Security

## لینک ثابت مقاله در پایگاه سیویلیکا:

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