

# **Title: Decision-making style and trusting stance at the workplace: a socio-cultural approach**

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Abstract:

The transformation of economic and societal contexts often labeled sharing economy involves changes in business processes, interactions between people and use of information and communication technologies (ICTs) (Eckhardt et al., 2019). Now, platform brands and digital cues court for consumer attention in stylized customer experience journeys. Due to the flexibility and internationalization of actors, processes and organizational structures, research has ‘largely centered on marketplace design, yield management, choosing an appropriate organizational scope, and creating effective labor policy’ (Sundararajan, 2019, p. 32).

Scholarship pays less attention to the facilitation of trust across different marketplace contexts. Industry specifics (logistics, security, healthcare, IT, etc.) are essential, but hardly feature in combination with country-level specifics. Platforms are becoming important societal

institutions (Van Dijk, Poell & De Waal, 2018). When these platforms rise to build brand communities establishing participants' confidence in other community members and the technology becomes salient (Svenson, 2018). However, workplaces within firms still shape confidence towards digital life (Myers & Sadaghiani, 2010). Workplaces determine digital conduct and they are opening up towards platforms.

Works cited:

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