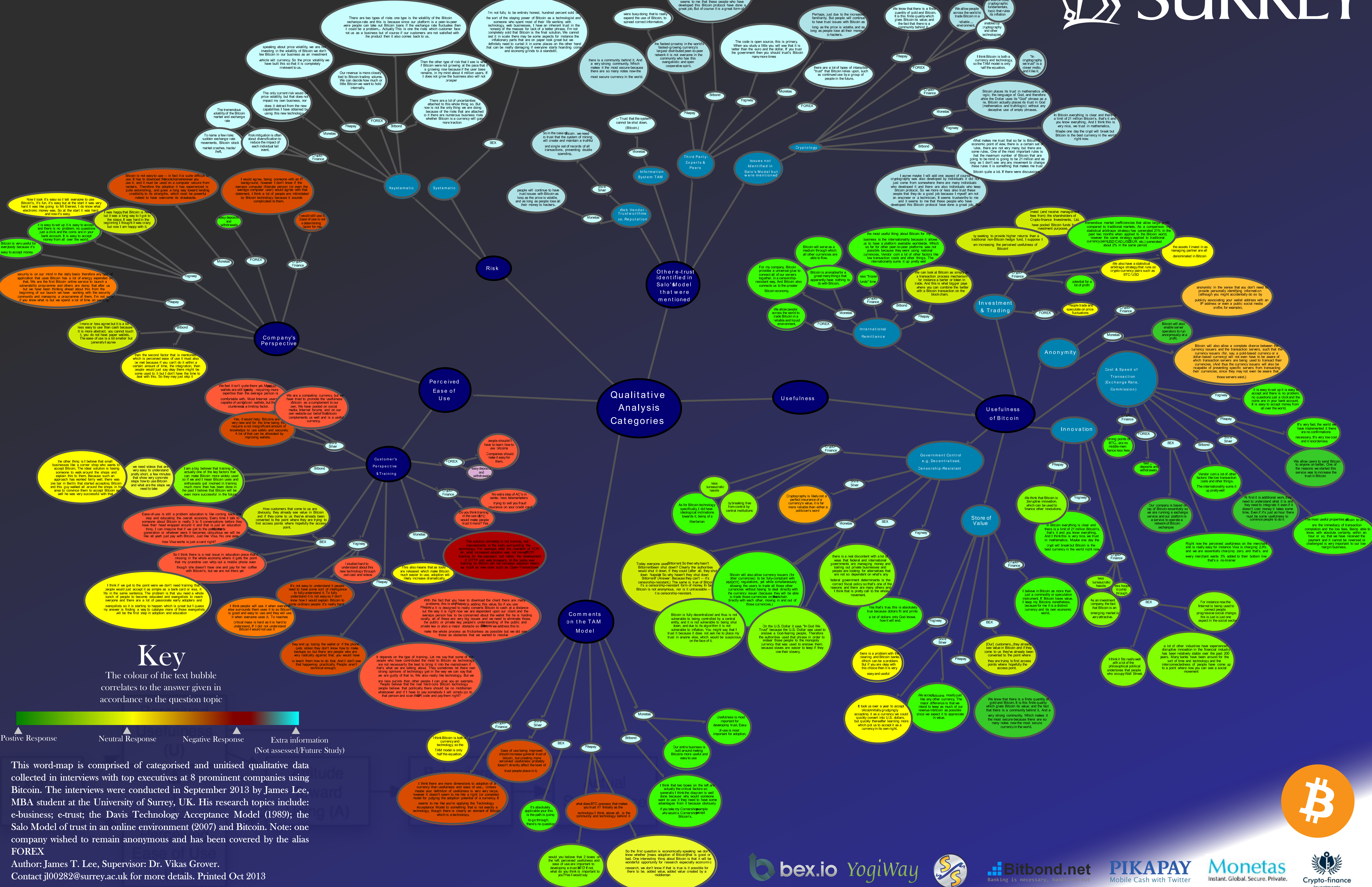


# Bitcoin and e-Trust

Submitted as part of MBA dissertation



This word-map is comprised of categorised and unsorted qualitative data collected in interviews with top executives at 8 prominent companies using Bitcoin. The interviews were conducted in September 2013 by James Lee, MBA student at the University of Surrey, UK. His research topics include: e-business; e-trust; the Davis Technology Acceptance Model (1989); the Salo Model of trust in an online environment (2007) and Bitcoin. Note: one company wished to remain anonymous and has been covered by the alias FOREX

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