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**“TRUST” IN CUSTOMER RELATIONSHIPS: ADDRESSING
IMPEDIMENTS IN RESEARCH**

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Trust has been recognized as “...the single most powerful relationship marketing tool available to a company.” However, research on trust has neither facilitated knowledge integration in the domain nor had made significant implications for practice. This article (i) synthesizes various studies employing trust to model customer relationships (ii) reveals issues in trust conceptualization and modelling that impede advances in trust research and (iii) offers directions to address those issues in - trust conceptualisation, treatment of trust and trustworthiness, dimensions of trustworthiness, trust facets and modelling of antecedents of trust – drawing insights from interdisciplinary trust research.

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