

Contents

1	Conceptual Clarifications in the Field of E-Business	1
1.1	E-Business Specific Definitions	1
1.2	E-Business Models	18
1.2.1	Business to Business (B2B) E-Business Model	19
1.2.2	Business to Consumer (B2C) E-Business Model	21
1.2.3	Consumer to Consumer (C2C) E-Business Model	21
1.2.4	Consumer to Business (C2B) E-Business Model	23
1.2.5	Government to Consumer (G2C) E-Business Model	24
1.3	E-Business Market at National Level	27
1.3.1	Analysis Elements of the Digital Consumer	28
1.3.2	Online Shopping in Romania	30
1.3.3	Electronic Card Transactions in Romania	36
2	The Role of Moral Values in the Development of E-Business	45
2.1	Definitions and Outlook for Business Ethics	45
2.2	Moral Freedom and Inner Freedom	51
2.3	Morality and Moral Values in Business	59
2.4	Moral Values in Online Business	62
2.4.1	Trust	66
2.4.2	Credibility	70
2.4.3	Transparency	73
2.4.4	Loyalty	74
2.4.5	Respect	76
2.5	Mixing the Spiritual Capital at Organizational Level in E-Business	77

2.5.1	Conceptualization of Spiritual Capital in the Specialized Literature	78
2.5.2	Law of Marginal Utility Versus Spirituality	88
2.5.3	Transforming Social Capital and Human Capital in the Context of Digitization	93
2.5.3.1	Social Capital	94
2.5.3.2	Human Capital	103
3	Emotional Intelligence in the Context of the Digital Era	113
3.1	Theoretical References for Defining the Intelligence Concept	113
3.2	Particularities Concerning Emotional Intelligence	116
3.3	Impact of the Social Environment on the Consumer's Emotional Intelligence	123
3.4	Study of Relationships Between Social Networks—Digital Consumption—Digital Consumer	134
3.5	Landing Page, Instrument for Influencing the Digital Consumer's Emotional Intelligence	145
4	Connections and Correlations on the Digital Consumer's Emotional Intelligence in Relation to the Moral Values Promoted by E-Business	149
4.1	Motivation of Research	149
4.2	Purpose, Objectives and Stages of Research	151
4.3	Quantitative Research on E-Business and Digital Consumer Behavior in Relation to Emotional Intelligence and Moral Values	153
4.3.1	Quantitative Method Description	153
4.3.2	Sample Size and Structure	154
4.3.3	Sample Characteristics	160
4.3.4	Quantitative Analysis Results and Interpretations	167
4.4	Qualitative Research on the Implications Generated by the Moral Values Promoted on the Internet and Emotional Intelligence on the Digital Consumer	205
4.4.1	Qualitative Method Description	205
4.4.2	Sample Size and Structure	206
4.4.3	Qualitative Analysis Results	207
4.5	Limitations and Future Directions of Research	214

Contents	xiii
Conclusions	217
Bibliography	225