Abstract

The e-commerce systems are being tackled from commerce behavior and internet technologies. Therefore, trust aspect between buyer/seller transactions is a potential element which needs to be addressed in competitive e-commerce industry. The e-commerce industry is currently handling two different trust approaches. First approach consists on centralized mechanism where digital credentials/set of rules assembled, called "Policy based trust mechanisms". Second approach consists on decentralized trust mechanisms where reputation/points assembled and shared, called "Reputation based trust mechanisms". The difference between reputation and policy based trust mechanism will be analyzed and recommendations would be proposed to increase trust between buyer and seller in e-commerce industry. The integration of trust mechanism is proposed through mapping process, strength of one mechanism with the weakness of other. The proposed model for integrated mechanism will be presented and illustrated how the proposed model will be used in real world e-commerce industry.


Index Terms

Computer Science

Information Sciences
Keywords
Policy based trust mechanism  Reputation based trust mechanism  integrated trust mechanism
Semantic web trust.