A Bidder Behavior Learning Intelligent System for Trust Measurement

Volume 89 - Number 8

Year of Publication: 2014

Authors:
El-sayed M. Towfek El-kenawy
Ali Ibraheem El-desoky
Amany M. Sarhan

10.5120/15521-4225

Abstract

With the spread of e-commerce fields over the world especially an online auctions segment, the problems of internet crimes increased in the last years. The online auctions face a serious problem of trust among the participants where users have no information about the others, and have no relations among them except the commercial transactions; this allows fraud to occur by malicious users. We proposed a framework depend on "Bidder Behavior" consist of three algorithms the first "Bidder Increase Price Behavior" (BIPB), the second "Search In Stored Data Base" (SSDB) and the third "Person Recursive Search" (PRS) to improve the performance of trust measurement.

References

A Bidder Behavior Learning Intelligent System for Trust Measurement

© AEPIA http://www.aepia.dsic.upv.es/.
- The Ministry of Finance, Investments Division report about eAUCTION: THE eWAY OF BUSINESS PROCUREMENT.
- E. Sathiyamoorthy, N. Ch. Sriman Narayana Iyenger & V. Ramachandran, &quot;Agent Based Trust Management Model Based on Weight Value Model for Online Auctions&quot; International Journal of Network Security & Its Applications (IJNSA), October 2009
- Lik Mui, Mojdeh Mohtashemi, Ari halberstadt, &quot;A Computational Model of Trust and Reputation&quot;, 2002
- Hany Abdelghaffar INVISTEGATING THE CRITICAL SUCCESS FACTORS FOR ONLINE C2C AUCTIONS IN EGYPT 2012, European, Mediterranean & Middle Eastern Conference on Information Systems 2012 (EMCIS2012) June 7-8, Munich, Germany
- T. Dong Huynh and Nicholas R. Jennings and Nigel R. Shadbolt &quot;FIRE: An Integrated Trust and Reputation Model for Open Multi-Agent Systems&quot; 2005
- Judy E. Scott, Dawn G. Gregg, &quot;The Impact of Product Classification for Online Auctions&quot; 2010.
- Mikosaj Morzy, Adam Wierzbickiand Apostolos N. Papadopoulos, &quot;Mining online auction social networks for reputation and recommendation&quot; 2009
- Ling Liu, Malcolm Munro, William Song, &quot;EVALUATION OF COLLECTING REVIEWS IN CENTRALIZED ONLINE REPUTATION SYSTEMS&quot;, 2010.
- E. Sathiyamoorthy, N. Ch. Sriman Narayana Iyenger & V. Ramachandran, &quot;Agent Based Trust Management Model Based on Weight Value Model for Online Auctions&quot; International Journal of Network Security & Its Applications (IJNSA), October 2009

Index Terms
Computer Science
Artificial Intelligence
Keywords
Bidder Increase Price Behavior (BIPB)  Search In Stored Data Base (SSDB)
Person Recursive Search (PRS)

Online Auctions

Learning Intelligent System

Negotiation; Reputation; Trust

E-fraud.