Trust and Reputation for Service-Oriented Environments: Technologies For Building Business Intelligence And Consumer Confidence

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DESCRIPTION

Trustworthiness technologies and systems for service-oriented environments are re-shaping the world of e-business. By building trust relationships and establishing trustworthiness and reputation ratings, service providers and organizations will improve customer service, business value and consumer confidence, and provide quality assessment and assurance for the customer in the networked economy.

Trust and Reputation for Service-Oriented Environments is a complete tutorial on how to provide business intelligence for sellers, service providers, and manufacturers. In an accessible style, the authors show how the capture of consumer requirements and end-user opinions gives modern businesses the competitive advantage.

Trust and Reputation for Service-Oriented Environments:

- Clarifies trust and security concepts, and defines trust, trust relationships, trustworthiness, reputation, reputation relationships, and trust and reputation models.
- Details trust and reputation ontologies and databases.
- Explores the dynamic nature of trust and reputation and how to manage them efficiently.
- Provides methodologies for trustworthiness measurement, reputation assessment and trustworthiness prediction.
- Evaluates current trust and reputation systems as employed by companies such as Yahoo, eBay, BizRate, Epinion and Amazon, etc.
• Gives ample illustrations and real world examples to help validate trust and reputation concepts and methodologies.

• Offers an accompanying website with lecture notes and PowerPoint slides.

This text will give senior undergraduate and masters level students of IT, IS, computer science, computer engineering and business disciplines a full understanding of the concepts and issues involved in trust and reputation. Business providers, consumer watch-dogs and government organizations will find it an invaluable reference to establishing and maintaining trust in open, distributed, anonymous service-oriented network environments.

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 كبأ ABOUT THE AUTHOR

Elizabeth Chang, Curtin Business School, has created, developed and taught courses in software engineering, project management, HCI, e-commerce, Databases, and Logistics and Supply Chain Management. She has also successfully managed several commercial-grade IT projects for industry, taking them through the entire software lifecycle to project completion. These projects range across Internet, peer-to-peer communications and e-commerce applications. Professor Chang has over 100 scientific conference and journal papers of which 20 are on Trust.

Professor Tharam Dillon is Dean of Information Technology at the University of Technology, Sydney. He is an expert in the fields of software engineering and data mining, and in trust, security and component-oriented access control. He has published five authored and four co-edited books, in addition to over 400 scientific papers in refereed journals and conferences.

Farookh K. Hussain is a PhD student at Curtin Business School, and has become an expert in the field of Trust, co-authoring over 20 papers on Trust over the last two years.

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