

عنوان مقاله:

Electronic Trust Models Assessment with Analytical Approach

محل انتشار:

هشتمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر اعتماد الکترونیکی (سال: 1393)

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خلاصه مقاله:

Consumers' lack of trust has often been cited as a major barrier to the adoption of electronic commerce (ecommerce). To address this problem, the models of trust were developed that describes what design factors affect consumers' assessment of online vendors' trustworthiness. Most traditional trust models only give an analytical model without any experimental validation due to the subjective nature of trust. There is a need of general metrics for evaluating the effectiveness and benefits of trust mechanisms. In this paper we are looking for analytical methods of electronic trust models

کلمات کلیدی:

e-commerce, e-trust, e-Government, trust model, trust building, online vendors

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