

A TRUST MODEL FOR BUSINESS TO CUSTOMER CLOUD E-COMMERCE

HOSSEIN POURTAHERI

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Universiti Teknologi Malaysia

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To my beloved Mother and Father

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ABSTRACT

Cloud Computing is a relatively new computing approach which promises enhanced scalability, flexibility and cost-efficiency. In practice, however, there are many uncertainties about the usage of this way of provisioning IT resources. Concerns about evolving dependencies and security issues have arisen. As online commerce is dependent on reliable, secure online stores, it is vital to take those concerns into account. Users of cloud computing systems always concern about their private data. Securing the cloud is a multidisciplinary challenge, as cloud computing can be thought of as a different way to deliver and use all of the same types of information technology people use today. Thus making user to trust in cloud computing is the great challenge of adopting cloud computing. Nowadays most of Ecommerce web sites intend to use cloud computing facilities to increase their functionality and their customer's attraction. So identifying the factors that influence E-commerce customer's trust on cloudy E-commerce facilities is critical for the new type of businesses.

ABSTRAK

Pengkomputeran awan adalah pendekatan pengkomputeran yang agak baru yang menjanjikan skalabilitas dipertingkatkan, fleksibiliti dan kos kecekapan. Dalam amalan, bagaimanapun, terdapat banyak ketidaktentuan tentang penggunaan cara ini, peruntukan sumber IT. Kebimbangan mengenai kebergantungan berkembang dan isu-isu keselamatan telah timbul. Sebagai talian perdagangan adalah bergantung kepada dipercayai, kedai dalam talian yang selamat, ia adalah penting untuk mengambil mereka kebimbangan kira. Pengguna sistem perkomputeran awan sentiasa kebimbangan mengenai data peribadi mereka. Mendapatkan awan itu adalah satu cabaran yang pelbagai disiplin, pengkomputeran mega boleh dianggap sebagai cara yang berbeza untuk menyampaikan dan menggunakan semua jenis yang sama orang teknologi maklumat menggunakan hari ini. Oleh itu membuat pengguna mempercayai dalam perkomputeran awan adalah cabaran besar menerima pakai perkomputeran awan. Pada masa kini kebanyakan laman web E-dagang berhasrat untuk menggunakan kemudahan perkomputeran awan untuk meningkatkan fungsi mereka dan daya tarikan pelanggan mereka. Jadi, mengenal pasti faktor-faktor yang mempengaruhi kepercayaan pelanggan E-dagang pada kemudahan E-dagang mendung adalah kritikal untuk jenis perniagaan yang baru.