

## Ethics and Trust. a Literature Review on Cloud Computing Services



Filesize: 6.52 MB

### **Reviews**

*Basically no phrases to explain. It really is filled with knowledge and wisdom You are going to like how the author create this book.  
(Gerald Conn)*

## ETHICS AND TRUST. A LITERATURE REVIEW ON CLOUD COMPUTING SERVICES

[DOWNLOAD](#)

Grin Publishing. Paperback. Condition: New. This item is printed on demand. Dimensions: 8.3in. x 5.8in. x 0.1in. Seminar paper from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 7, Linneaus University (School of Business and Economics), course: Contemporary Marketing, language: English, abstract: Even though security issues when using cloud computing services have been looked at from a technical perspective, research has failed to explain why consumers use cloud services extensively despite their distrust. Observations have been made that users are in a dilemma where they use a service they are not comfortable with. Besides trust, the ethical perspective of all stakeholders in cloud computing has not been discussed or connected to the issue of trust. The unease consumers feel when signing up for a cloud service could be transformed from a dilemma into a competitive advantage. Therefore, it is of high interest to cloud service providers to understand how they can gain competitive advantage over competitors by building consumer relationships based on trust and ethical norms. The results of this literature review show that making use of insights into cloud computing issues and awareness for trustful, ethical relationships with the customer, service providers can create competitive advantage. Following ethical norms and building trust with customers enables companies to gain first-mover-advantages in the field of cloud computing services. They can successfully distance themselves from competitors by promoting marketing campaigns that emphasize their high ethical standards and treatment of users. This paper adds the dimension of ethics to the dilemma of mistrust in cloud computing, exploring whether this is a key influence on consumer trust, since there was a research gap discovered in researching a trustful provide-user relationship as well as an ethical perspective in cloud computing. This item ships from La...

[Read Ethics and Trust. a Literature Review on Cloud Computing Services Online](#)[Download PDF Ethics and Trust. a Literature Review on Cloud Computing Services](#)

## Other Books



### Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in. Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead....

[Save](#) [Book](#)

»



### Estrellas Peregrinas Cuentos de Magia y Poder Spanish Edition

Pinata Books. Paperback. Book Condition: New. Paperback. 178 pages. Dimensions: 8.3in. x 5.4in. x 0.6in. First ever Spanish-language edition of the critically acclaimed collection of short stories for young adults by a master of Latino literature...

[Save](#) [Book](#)

»



### Memoirs of Robert Cary, Earl of Monmouth

BiblioLife. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. The Author of the Memoirs. The Memoirs here presented to the reader may be said to...

[Save](#) [Book](#)

»



### Scala in Depth

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in. Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By...

[Save](#) [Book](#)

»



### Lans Plant Readers Clubhouse Level 1

Barron's Educational Series. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.9in. x 5.7in. x 0.3in. This is volume six, Reading Level 1, in a comprehensive program (Levels 1 and 2) for beginning readers. Two nine-book sets...

[Save](#) [Book](#)

»