

**عنوان مقاله:**

Managing Trust in Cloud Era

**محل انتشار:**

نهمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر کسب و کار الکترونیکی (سال: 1394)

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**خلاصه مقاله:**

The aim of this article is to indicate the importance of trust in cloud computing and determine the existing mechanisms for establishing and managing trust in cloud era. Present article also introduce the cloud computing, the benefits and challenges of using cloud computing for organizations. This paper has an overview and analytical methodology and the method of data collection is using of update papers in this matter and then analyzes the gathering information. The finding shows that trust is a critical factor in cloud computing and is a complex social phenomenon and it depends largely on perception of reputation, and self-assessment by providers of cloud services and a systemic view of trust mechanism analysis is necessary

**کلمات کلیدی:**

Cloud Computing, Trust

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