

GENERALISED TRUST MODEL

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Abstract

In this paper we are proposing a generalized model of trust. Several other models available in the literature can be expressed as particular case of the proposed model. This model can be used to calculate/predict the trust between two entities by substituting the values of the attributes given in the model. This model is computationally efficient and can be used in diverse fields as it is generalized model. Substitution effect is also discussed.

Keywords: Attributes, substitution effect, trust, marginal trust, situational trust, BLUE.