Chapter XVI

The Role of Trust In Information Technology Management

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ABSTRACT

All information systems are based on human beings (users), so taking into consideration basic human aspects while approaching the information management has of vital importance. Trust and confidence are essential for the users of networked systems, as for all members of Information Society. The lack of trustworthy security services is the main reason of not using the electronic and mobile technologies either in private, or business, either in public services. Trust is essentially linked to consumers’ rights, like identification, authentication, privacy, and confidentiality.

In the chapter a summary is given on the challenges in information management, and on definitions and elements of trust. The chapter introduces shortly the basic elements of secure information management and the present technologies and tools for achieving trust. Trends in information management systems are also outlined. As the chapter covers a very broad area references for each important part are given.

INTRODUCTION

The developments in the fields of information technology, telecommunication and consumer electronics are extremely fast. The ability of different network platforms to carry essentially similar kinds of services and the coming together of consumer devices such as the telephone, television and personal computer is called “technology convergence.” The ICT (Information and Communication Technology), the “infocom” technology, covers the fields of telecommunication, informatics, broadcasting and e-media. A very fast-developing field of telecommunication, the mobile communication has a growing role in many fields as well. The connection of mobile devices to the Internet established basically new, services for the users.

The low cost of establishing a presence on the World Wide Web is making it possible both for businesses of all sizes to develop a regional and global reach, and for consumers to benefit from the wider choice of goods and services on offer. Globalisation is therefore the key theme in developments.

This convergence is not just about technology. It is also about services and about new ways of doing business and of interacting within the society. The impact of the new services resulting from convergence can be felt in the economy and in the society as a whole, as well as in the relevant sectors themselves. Because of this great impact of information technologies and the level of knowledge content in products and services, the society of the XXI century is called Information and Knowledge Society. The availability of the individuals independently from location and time means mobility, and that is an important attribute in this society.

The knowledge content of a product or process might not always appear spectacularly; it remains hidden in a lot of cases. Today the greatest added value is in the areas of software, electronics and exotic materials. An important aspect is that these three areas refer not only to the end product, but also to the tools and organisations that build and produce the product.

This information and knowledge age has three main characteristics: dematerialisation (e.g., information is the source of three-fourths of added value in manufacturing), connectivity (connection computing and communication) and virtual networks (virtual technologies, networked economy with deep interconnections within and between organisations) (Ungson and Trudel, 1977).

In order to meet the demands of the present era originating from the technologies, the networked information (info-communication) systems have an outstanding role. Managing these new types of systems, new aspects came into focus in information management.

The final goal of all information systems is to provide data, information, knowledge or different services for the users (human beings), so taking into consideration basic human aspects (e.g., psychological) while approaching information management is of vital importance. So, trust and confidence are essential to Information and Knowledge Society. The lack of trustworthy security services is a major obstacle to the use of information systems in private business (B2B) as well.
Beyond Customer Knowledge Management: Customers as Knowledge Co-Creators
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