

Online Reputation Systems: An Overview of Risks and Theoretical Frameworks

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Abstract

Online reputation systems are of particular importance due to their economic value. The economic value is driven by the effectiveness of the system in building trust through reputation, within a digital community. This occurs via rating systems. Trust management is complex. It is a culmination of past and present experiences and social interactions. These experiences influence decision-making. Therefore, the purpose of this paper is to explore themes, theories, risks, and future research recommendations on the topic of online reputation systems. Using Gass et al.'s 4 Phase Approach to literature analysis, the literature review aims to provide a comprehensive review of economic theoretical frameworks to analyze online reputation management systems and the connection with trust choices.

Keywords: digital; literature review; reputation systems; reputational risk; trust