

MITIGATING CYBER FRAUD BY OPTIMIZING ONLINE
COLLABORATIONS: DEVELOPING A PLATFORM TO
FACILITATE THE AUTHENTICATION OF A COMPANY'S
IDENTITY AT EU LEVEL AND THE ISSUANCE OF
TRANSPARENT REVIEWS

Keywords: cybersecurity, e-business, online reviews, fraud, transparency

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SUMMARY

This doctoral thesis aimed to provide additional knowledge regarding the impact of online reviews in the context of the massive growth of digital transactions and the diversification of B2B, B2C and C2B interactions. The study highlighted that the differences in perception between the analyzed age groups regarding the usefulness of online reviews are not statistically significant, suggesting a general concern for safety in the digital environment. Data analysis indicates that age and digital experience may represent determining factors in the validation process of online reviews, with younger users showing a high level of trust in digital feedback, while older users have a more reserved approach, often needing additional mechanisms to verify information. The central element of the doctoral thesis is represented by the prototype of the Business Check platform (<https://businesscheck.ro>), which manages to encompass all the elements identified in this doctoral study. The research also highlighted that there may be a correlation between a company's digital reputation and its long-term financial performance, with online reviews playing a particularly important role in developing a digital brand. At the same time, reviews can have a great impact in reducing the risk of fraud in the digital environment, being a particularly valuable source of information for users.