

# Distributed Dynamics of Business-to-Business Model in Social Networks

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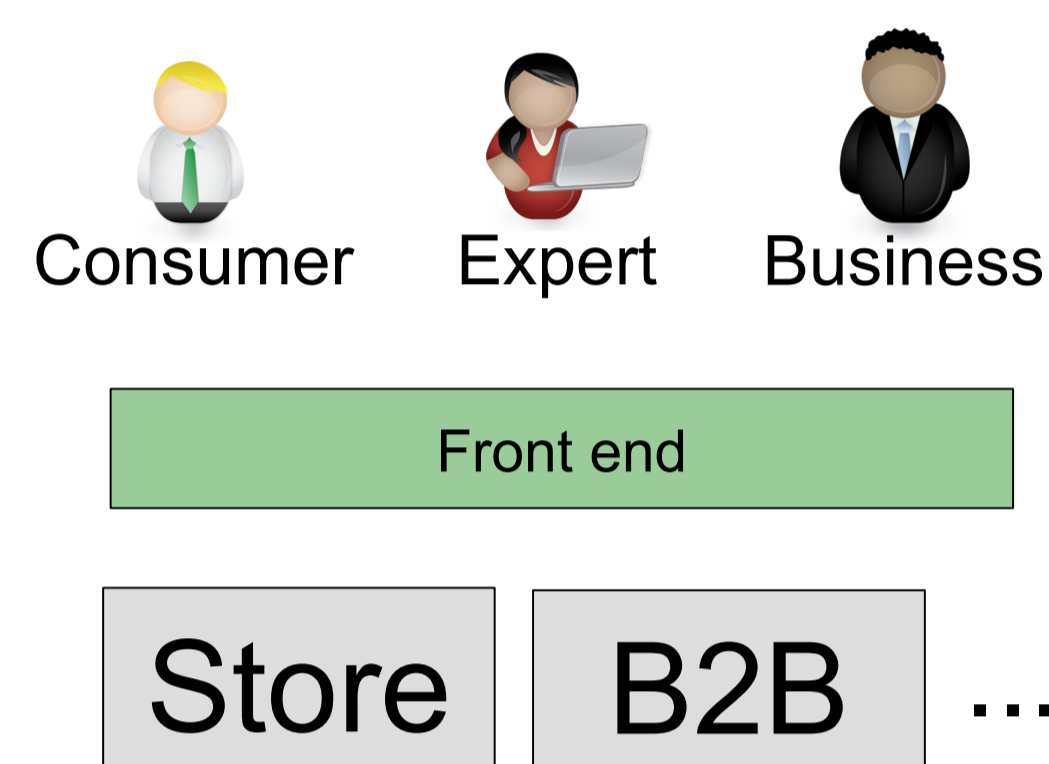
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- Deployment of Business-to-Business (B2B) model in a decentralized online social networks (DOSNs) raises major concerns related to data availability and security
- Such services require secured implementation of different services like, data storage, financial services, advertisement services etc
- Our work focuses on exploring the possibilities of implementation of B2B services in a DOSN environment



## 1- Business-to-Business Model

- Collaborative environment
- C2C, C2B and B2B interactions
- Support for business transactions
- Supports register, search, purchase and consumption of applications



## 2- Social Network Overlay

- Heterogeneous network of peers
- Distributed storage of applications and data
- Distributed search of applications
- Secured Transactions

## 3- Business Challenges

- Geographic proximity: Farmers living in the same area more likely to be affected by the same issues and require similar actions (weather, soil composition, etc.)
- Social/Topic based proximity: Farmers who plant the same crops or retailers that sell these crops are likely to share similar concerns, even if they are geographically disperse

## 4- Distributed Challenges

- Authentication and authorization
- Secure economic transactions
- Legal issues (e.g. concerns about where data can be stored)
- Efficient but constrained distribution of information

## 5- User Case for App Store

- Farmer needs advice regarding the health of its crops.
  - Purchases an expert application that analyzes the composition of the soil and provides appropriate advice.
- Farmer needs advice regarding the distribution of its products.
  - Establishes social relationship with retailer and fellow farmers in order to host business interactions.

