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Abstract. This paper starts with the description of information and the further introduction of policy exchange information. The simple terms of policy and its exchange are composed. The thoroughly description of the three models of ongoing relationship of customer demands is briefed. The investigation of policy exchange information brought out the information composite theory.

Keywords. *policy, choice, exchange information, price inference*

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1 INTRODUCTION

Information[3] defined as knowledge or facts about someone or something and policy e-xchange[1] information is the knowledge or facts about a set of plans or actions that are exchanged and processed by a govern-ment, political party, business or other organization. In simple terms, a policy is defined as a deliberate plan of action to guide and decisions and achieve rational outcome. An exchange is a situation in which one agent[4] (party, business, organization) in e-commerce[1] setup give a customer/consumer product differentiation[2], pricing etc information for greater understanding of various business behaviors and strategies. Information is a power– An existence of a market space. Information tells an organization everything from how its current operations are performing to strategy and estimate how future operations might perform. The need for exchange is derived from the problem that

the goods, an agent produces may not be the goods that customers want to consume. What is there for investigating in the theory of policy exchange information?

2 POLICY EXCHANGE INFORMATION

The answer is modeled by assuming that customers has two purposes – A composite theory of policy exchange information – choice and information. Who is the customer? - It may seem obvious to answer but often businesses do not have a clear understanding of the answer. A customer[2] is an organization that places orders, negotiate with terms, take delivery and consume a pobox information. Policy exchange information is of importance in situation where the buyers and sellers are separated from the market structure. Customers normally visit the web sites of multiple vendors (parties) round the clock a day to compare prices and make purchase, without having to leave their homes or offices from around the globe. The composite theory models this problem by assuming that the customer has no all day to compare large quantity of goods and demand satisfaction, and supply of exchange information.

Economic growth will result from better ways of exchanging and processing information. Internet technologies will permit organization (sellers) to track the interest and preferences of their customer's with the customer's permission and then use this information to build an ongoing relationship with the customer by customizing products and services to meet the customer's needs. The ongoing relationships with the customer demands three relationship models namely:

- Customer Relationship Management (CRM): In building a customer-centric organization with agents in the commerce setup. CRM is a business Philosophy based on the premise that organizations that understand the needs of individual customers are best positioned to achieve sustainable competitive advantage in the future.

- Customer Relationship Governance (CRG): CRG is a business philosophy based on the premise that organizations need to be permitted and those who are able to track interests and preferences of their customers are due to customer's permissions. Relations among organizations involved in e-commerce are governed by set of policies and cognizant of the policies or rules, place organization to foregone illegalities in an individual economy.
- Customer Relationship Guidance(CRGui): CRGui is also a business philosophy on the premise that organizations that understand the need of individual customers by providing advisory information about products and relationship sets of rules to guide decisions, and achieve rational outcome. GUI is used in computing to mean graphical user interface – A system that uses pictures that you click on with a computer mouse in order to perform operations or move between programs. In some cases, customers can immediately obtain a product or service information such as an electronic book, a music file or computer software by downloading it over the Internet. For sellers, e-commerce offers a way to cut costs and expand their markets. They don not need to build staff, or maintain a physical store or print and distribute mail order catalogs. If the product or services information can be downloaded then e-commerce firms have no distribution costs involved.

The ongoing relationship information tracking problem is modeled by the *information composite theory*,

it states that the information about ongoing relationships with customers demand three customer relationship (3-CR) models – CRM ,CRG and CRGui.



CRM, CRG and CRGui can be shorthanded to CR-Guimg and pronounced CR-Guimag. The pitfalls in evaluating policy looking simply at correlations in the data is tackled with the working theory, information composite theory-How people may react to policy changes especially the customers. This presents explicit models, specifying all assumptions about people's preferences and constraints or business conducts. The 3– customer relationship models are better to meet needs of customers by fully specification of the environment in which the economic

agent (party ,business, organization) make their decisions as to needs of the customer. Customers are endowed when decisions are made for them, then they have y units of time which can be used in leisure or as an exchange outcome. Customers are able to observe directly the realization of a variable market price of good demand.

3 CONCLUSION

Communication is possible within all day period with the people (customers) for better understanding of customer preferences and constraints (physical limitation, governance policies and informational restrictions). Information of goods with prices make people not fools or irrational but give them freedom to infer for themselves the prices that can observe.

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