

Developing a Framework for Online Auction Effectiveness

Authors : Chechen Liao, Pui-Lai To, Chiao-Ying Chen

Abstract : An introduction of internet auction has significantly widened the pool of consumers who participate in auctions and increased the number of companies attempting to sell their products in an auction format. Previous research on auctions has focused almost exclusively on the behavior of professional bidders. In this study, we focus on the characteristic of seller, auction parameter and the effect of supply and demand, and examine these impacts on auction effectiveness. In particular, a framework for online auction effectiveness was developed. The framework will help researchers and practitioner to find ways to improve online auction effectiveness.

Keywords : Auction Effectiveness, Framework Developing, Online Auction, Selling Strategy

Conference Title : ICMSE 2016 : International Conference on Management and Systems Engineering

Conference Location : Stockholm, Sweden

Conference Dates : July 11-12, 2016