OTTO VON GUERICKE UNIVERSITÄT MAGDEBURG

CHAIR IN E-BUSINESS

Research Agenda

Provision of Information by a third Party

Description:

The universally designable and available pool of the Internet has led to an enormous increase of information provision by third parties (customer reports, discussion forums, user self-help etc.). This increase has a substantial influence on the economic activity. With the help of game theoretical experimental and empirical research this project analyses the motives of the informatic providers and the (strategic) reactions of people receiving these information .

Keywords:

discussion forums, customer reports, user self-help, Online

Structure and Design of electronic Auction Markets

Description:

Existing electronic auction markets are analysed considering their strategic characteristics. Furthermore, alternatives are developed. Besides the extension of game theoretical principles, this project primarily provides empirical and experimental studi which aim at a better description and prediction of the real behaviour of auction participants.

Keywords:

discussion forums, customer reports, user self-help, Online

Main Areas

- market design
- strategic market consulting
- online marketing
- online rating systems
- user generated contents and interaction
- online community behavior

Contact

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