Call for Papers
Special Issue in the Electronic Commerce Research and Applications Elsevier Journal on:
Emerging Economic, Strategic and Technical Issues in Online Auctions and Electronic Market Mechanisms

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Online auctions have had an extraordinary impact on consumers, businesses and the economy over the last decade. Unlike traditional auctions, online auctions allow millions of sellers to meet and transact with millions of buyers, changing the very nature of participation in auctions. For example, in the last quarter of 2006, the top three consumer-to-consumer (C2C) sites, which control 99% of the Chinese C2C market (Taobao.com, eBay, Eachnet, and Paipai.com), reported 67.4 million users on their sites, up roughly 10% from the previous quarter. MercadoLibre (translated to ‘free market’ in English), the leading Central and South America online auction house out of Buenos Aires, Argentina, boasts a market following of over 26.5 million people, and had C2C transactions in the first quarter of 2008 totaling $449.7 million, up 43.9% from the previous year. In the United States, eBay, the leading U.S. online auction house, has been a huge success. In a 2008 survey, 42% of U.S. adults claimed to have purchased goods from online auctions, primarily from eBay.com. In short, almost every country has had significant changes in the methods and amounts of money transferred in C2C transactions due to the growing presence of online auctions.

Traditional businesses are also finding ways to implement new business models that incorporate online auctions. For instance, GE saved over one billion dollars annually by implementing a business-to-business (B2B) reverse auction exchange to help contain costs over their supply chain. In addition, retailers such as Dell, Disney, Goebei, and Enesco, have started to utilize online auctions to reach their customers in business-to-consumer (B2C) auctions, selling millions of dollars in inventory through the use of their own proprietary online auctions, as well as commercially-available external auctions, like eBay.com or TaoBao.com. Financial markets also have been transformed, as shown by the New York Stock Exchange’s (NYSE) 2005 purchase of Archipelago, an auction-based automated stock exchange.

Internet-based auctions call out for new and innovative research that goes beyond what we have seen in traditional auction and business model research. Research can consider the impact online auctions have on organizational costs and profits, the competitive marketplace that surrounds them, and the people who use them. For example, online auctions now act as a substitute mechanism for traditional purchase channels in bricks-and-mortar environments. They support software agents that can participate in online negotiations and can foster the formation of buying groups in group-buying auctions. They offer machine-bidding and bid-sniping, that have brought an earlier prediction of ‘agents that buy and sell’ to fruition and thus raise a lot of psychological and behavioral issues. Today, various mechanism design innovations are available, often uniquely tuned to create value for buyers and sellers, and their institutions.

The online auction environment is a digital microcosm of a world of fast data retrieval and dissemination, of new opportunities to capture and analyze auction design and performance information, and a place where the psychological, sociological and economic behavior of auction participants is on display. As a
result, online auctions allow for an extraordinary new level of scientific discovery and research contributions that heretofore were difficult or impossible.

CONTRIBUTIONS SOUGHT

This issue of Electronic Commerce Research and Applications is devoted to exploring challenges and innovative research in the domain of online auctions. We are interested in research that offers new theories and theoretical insights for the design of e-auction market mechanisms. We also are open to various types of methodologies, including but not limited to econometric modeling, experimental analysis, analytical modeling, case studies, surveys, simulations, and algorithm development. Research articles that combine the study of Internet auctions with social network, public policy and human behavior issues are appropriate too. We especially appreciate submissions that examine the impact of online auctions viewed from the different perspectives of multiple disciplines: information systems, economics, business strategy, operations, public affairs, psychology, sociology, and computer science. Research on the design of specific kinds of Internet auctions is also appropriate. This kind of work can vary from the most technical investigations, through to those that consider human factors in auctions. Other issues of interest include, but are not limited to: auctions for collectibles like eBay; the auction-related aspects of electronic financial markets like NASDAQ and NYMEX; and electronic market mechanisms like reverse e-auctions, group-buying and Internet auctions for the issuance of stocks.

A longer list includes:

- Unique features of online auctions, futures exchanges and prediction markets (e.g., political candidacy and election markets)
- Online solutions for public policy problems involving auctions (e.g., pollution rights trading, traffic management solutions, energy trading)
- Channels, portals and spaces for e-auctions on the Internet (e.g., paid advertising, cyberspace allocation, experimental test beds)
- Resource allocation e-markets (e.g., power grid markets, organ transplant markets)
- Impact of online auctions on financial exchanges, and financial analysis of online auction transactions
- Market competition among Internet auctions; auctions that support cooperation and coalitions
- Electronic procurement via Internet auctions, and the related supply chain management issues
- Knowledge and information sharing, transparency and visibility, and information strategy by online auction operators
- Impact of online auctions on business strategy and strategic planning
- Business strategies for online auction providers
- Empirical analysis of online auction use
- Behavioral, socio-technical consequences and impacts, and adoption and diffusion patterns for online auction usage
- Online auctions of intangible goods
- Fraud and misrepresentation in online auctions
- Winner determination, algorithms, efficiency and welfare studies of online auctions
- Agent-based negotiation in online auctions
- Econometric and statistical analysis of online auctions, extremely large data sets, and micro-behavior of buyers, sellers and intermediaries
- Examinations of the effects of differential participation density in online auctions
- Design and implementation of Internet agents, used for both negotiation in the online auction environment, as well as data retrieval from online auctions.
- Empirical examination of differences between online auctions and traditional auctions
IMPORTANT DATES

Submission: October 15, 2008
First Round Decision: By no later than January 15, 2009

SUBMISSION GUIDELINES

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It is acceptable and even preferred in the first round of review to embed figures within the submission document near their use, and to use citations with authors’ names and publication years rather than numbered citations. Please also include citations in alphabetical order.

Authors should also submit a cover letter with five suggested reviewers, and the suggested reviewers’ email addresses, institutions, and specialties. The special issue guest editors will do their best to draw upon the suggested reviewer names to help ensure a ‘developmental review’ process that will support authors in developing their work for publication. In cases where the work is considered to be off-target for the special issue, the guest editors will notify the authors of their decision to ‘desk reject’ at the earliest possible time.