



E Commerce – Session 8

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Inventories should be on the liability side
of accounting statement



Review

- Travel & E-Commerce
- Assignment 3 submission process
- Today
 - Auction ..

Auctions

- Types
 - English auction (low to high)
 - Dutch auction (high to low)
 - First-price Sealed-bid action (FPSB)
 - Sealed second-price auction
 - Reverse auction – sellers compete
- Factors
 - Reserve
 - Fees
 - Trust
 - Medium
 - Network Effect

Auctions - II

- E-Commerce Models
 - Travel
 - Mortgages
 - Regular B2C

Auctions - III

- What's important to make them work
 - Trust (skill bidding, insurance, ratings)
 - Transfer of money
 - Transfer of goods
 - Economies of scale
- What can be auctioned
 - Stocks & Treasuries
 - Antiques & Collectibles
 - Real Estate, Commodities, used goods, etc
 - Businesses, spectrum, tenders, environment
- Main players
 - Ebay – world's largest auction
 - Priceline – name your own price

Walk throughs ..

- Ebay
- Bazee
- Lootmaar / MallBazar