

Experimentelle Auktionen: Der Winner's Curse: Experimente Und Erklärungsansätze - Nadine Lo Vecchio

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Auktionen sind seit vielen Jahren ein Instrument zur Allokation von Gütern, Wertpapieren, Eigentumsrechten oder Kontrakten. Am bekanntesten sind wohl der Verkauf von Kunstgegenständen und Antiquitäten in Auktionshäusern sowie das private Internetauktionenhaus Ebay; letzteres ist von zunehmender Bedeutung für Auktionen im Onlinebereich. Dabei spielen insbesondere die verschiedenen Auktionsarten, die Regeln, die Strategien und das Verhalten der Bieter eine entscheidende Rolle. Verschiedene Autoren haben zu diesen Aspekten Experimente und Feldstudien durchgeführt, um beispielsweise Wirkungszusammenhänge aufzuzeigen, Verhalten zu erklären oder Strategien herzuleiten. Im Folgenden sollen experimentelle Auktionen Gegenstand dieser Arbeit sein. Zu Beginn des zweiten Kapitels werden zunächst ausgewählte Auktionsarten und einige theoretische Ansätze vorgestellt, die schrittweise mit Erfahrungen aus der Empirie verglichen werden. Anschließend wird näher auf das First Price Common Value-Modell eingegangen, das als Grundlage für die Ausführungen im dritten Kapitel dient. Hier wird ein Schwerpunkt auf das Phänomen des Winner's Curse gelegt. Dabei wird zunächst der Winner's Curse in seinen Grundzügen beschrieben, anschließend durch ein Experiment von Bazerman und Samuelson veranschaulicht und schließlich auf dieser Grundlage Erklärungsansätze herausgearbeitet. In einem weiteren Schritt werden Überlegungen zur Vermeidung des Winner's Curse angestellt. Zum Ende dieser Arbeit werden die grundlegenden Gedanken in einer Schlussbetrachtung zusammengefasst. Author: Vecchio, Nadine Lo Publisher: GRIN Verlag Illustration: N Language: GER Title: Experimentelle Auktionen: Der Winner's Curse: Experimente und Erklärungsansätze Pages: 00019 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640425549 Category: Business & Economics : General

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