A Study of Agent-Based Inverted Auction Negotiating System

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ABSTRACT

Nowadays, the most auction websites are considering seller ’ s benefit as first. If it join the buyer ’ s benefit-consideration, it will make the auction mechanism more flexible. The aim of this study takes the medium by the inverted auction negotiating system, provides buyers and sellers another kind of choice to carry on the transaction, and promotes their transaction opportunities, then increases whole benefit. The main function of system is providing buyers to get cheap and fine goods. The buyer issues goods demand information on auction platform, attracts sellers participating bidding and selling activities. The seller agent matches its own goods after obtaining buyers ’ goods demand information. If there are suit goods, it not only responds the relative information on auction platform, but also helps seller bid. It solves that seller spending long time to observe bidding price and bidding puzzle online. The contributions of this paper are: (1) buyer can express its shopping information clearly. The buyer receives information different seller agent returned, may judge whether purchase according to itself criterion, which think in buyer standpoint really; (2) propose more flexible market transaction mechanism different from traditional auction, might provide more flexible price negotiating space, make the entire market transaction to be more nimble, also increase both sides ’ transaction wish. Keywords: inverted auction negotiating system, seller agent, JADE

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Table of Contents

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