

# The Dynamics Competitive of Online Auction Web Sites in Taiwan

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## ABSTRACT

Along with information technological fast variety and the internet is continuously creative. It make the traditional business trade to produce a very big change for example how reduce personnel cost, shop front rental, stock pressure etc. To promote traditional business competitive advantage, become the important subject of the enterprise deliberation. At the information science and technology and internet flourishing trend under, the rise of the network forced sale provides consumer to depend on to grow a new shopping type, and makes use of virtual on-line trade mechanism, make the buyer and the seller information transparent, and clean in the center the business exploit and economical the fixed cost of the entity thoroughfare. The research purpose of this research is main and will inquire into the network of the auctioneer by which important key factors constitute, and make use of the system thinking to construct it to compete appearance, finally put forward concretely it the strategy provide a reference.

Keywords : Network Externality, key success factor, online auction, System Thinking

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