



Auktionstypen: Simultaneous Ascending Auctions und Clock-Proxy Auction (German Edition)

Aline Plönnies

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Unternehmensforschung, Operations Research, Note: 2,0, Rheinisch-Westfälische Technische Hochschule Aachen, 19 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Schwierigkeiten der Preisfindung und Ressourcenzuweisung sind besonders bei knappen, durch Synergieeffekte geprägten Gütern in hohem Maße vorhanden. In der Literatur wird der Einsatz kombinatorischer Auktionen als effizientes Preisfindungsinstrument vorgeschlagen. Versteigerungen bzgl. der Vergabe von Start- und Landeslots auf Flughäfen, sowie die „Federal Communications Commission“ (FCC)-Auktion (1994) anlässlich der Zuteilung der Funkfrequenzen sind jüngste Beispiele für diesen Auktionstyp.

In der vorliegenden Seminararbeit werden die „Simultaneous Ascending Auction“ und die „Clock-Proxy Auction“ vorgestellt. Das Ziel der Seminararbeit ist, zu prüfen, inwieweit diese die Aufgaben der Preisfindung, der Ressourcen- bzw. Güterallokation bei gleichzeitiger Generierung eines hohen Erlöses für den Auktionator, sowie eines hohen Nutzens für den Bieter, erfüllen.

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