

Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	Barbora Máková
Advisor:	PhDr. Martin Gregor Ph.D.
Title of the thesis:	Price Determinants and Bidding Strategies in Internet Auctions

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

The Bachelor Thesis, excluding bibliography and content, has 89 pages of research. Introduction and literature review introduce the topic of internet auctions and bidding strategies. The most interesting parts of the research are the chapters about data sources, descriptive statistics and impact of auction parameters on final price. There has been made a significant descriptive and analytical research, examining data sources and data tendencies.

There was used data on auctions of the most popular on-line marketplace in the Czech Republic Aukro.cz and in Germany - eBay.de. There were obtained details about 7054 auctions with 209449 bids from eBay and 2223 auctions with 8779 bids from Aukro. The eBay data come from the auctions held between 18.11.2011 and 3.4.2012, whereas Aukro date from the auctions held between 10.9.2011 and 4.4.2012.

There were used OLS regressions and Probit Models. It has been found out the effects of overall rating and the percentage of negative feedback points are significant on eBay data, but it was not as clear on Aukro data. It was also noticed that the most auctions end on Sunday evening, that means that sellers anticipate bidders' activity and adjust auction ends to it.

There were a few inaccuracies in the text:

Page 15: "the feedback system" – Capital letter in the beginning of the paragraph.

Page 17: "results that are worth noting" – r in the word "worth" is missing.

Suggested questions for the defense is:

- What are the buyer's strategies to reduce the price except sniping?
- What makes the German online marketplaces more successful than the Czech ones?

In the case of successful defense, I recommend "**výborně**" (excellent, 1).

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
<i>Literature</i> (max. 20 points)	17
<i>Methods</i> (max. 30 points)	27
<i>Contribution</i> (max. 30 points)	28
<i>Manuscript Form</i> (max. 20 points)	19
TOTAL POINTS (max. 100 points)	91
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: Lyudmyla Stakhovych

DATE OF EVALUATION: 11.6.2012

Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong Average Weak
20 10 0

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong Average Weak
30 15 0

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong Average Weak
30 15 0

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong Average Weak
20 10 0

Overall grading:

TOTAL POINTS	GRADE		
81 – 100	1	= excellent	= výborně
61 – 80	2	= good	= velmi dobře
41 – 60	3	= satisfactory	= dobře
0 – 40	4	= fail	= nedoporučuji k obhajobě