

Report on Bachelor Thesis

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

Student:	Barbora Makova
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 thesis is a detailed analysis of bidding data on eBay and Aukro that have been compiled in an original dataset. Barbara investigates into three specific topics: (i) general determinants of the final price (both auction format and the product/seller characteristics), (ii) the effect of sniping on the final price, and (iii) the effect of individual experience in an auction on the probability of winning the item.

In all the three subtopics, Barbara has conducted independent and original work, following procedures and methodology of the recent literature. There are dozens of novelties such as the analysis of simple vs. sophisticated sniping or the discussion of why some variables exhibit different patterns in eBay and Aukro. Most of my substantive as well as minor comments were properly reflected and incorporated.

The amount of work conducted for the thesis is above what is considered a standard for a Bachelor thesis. The topic may also serve as a starting point for additional research on more individual-level data. There are only a few typos left, such as on p. 15 (The, not the) or on Fig. 4.12 (Concentration, not Concetration).

I appreciate Barbara's independence (in fact, two completely new datasets have been generated only for the purpose of the thesis), ability to meet the highly ambitious aims of the thesis, and her responsiveness to the advisor's comments. In my opinion, all of that has contributed to the good shape of the thesis.

I recommend to grade the thesis with 1.

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

CATEGORY	POINTS
<i>Literature</i> (max. 20 points)	20
<i>Methods</i> (max. 30 points)	26
<i>Contribution</i> (max. 30 points)	28
<i>Manuscript Form</i> (max. 20 points)	19
TOTAL POINTS (max. 100 points)	93
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: Martin Gregor

DATE OF EVALUATION: June 4, 2012

Referee Signature