

# Real Time Auction Monitoring System

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## I. ABSTRACT

Online auctions have changed the way digital marketplaces work by making them more accessible and efficient. However, the success of these platforms depends a lot on how much users trust them and how satisfied they are with the service. This paper introduces a framework that looks at the key factors that make an e-auction platform successful. It focuses on three main areas: the quality of service, how auctions are run, and the role of new technologies.

Important factors like security, speed, reliability, and transparency are discussed, as they greatly affect user satisfaction. The paper also highlights common challenges, such as hidden agreements between bidders, even in auctions with private monitoring systems. In addition, it examines how new technologies like Real-Time Bidding (RTB) affect competition and profit.

The paper ends with a discussion on future trends and suggests using technologies like AI for fraud detection, blockchain for better transparency, and a mix of auction types to create more secure and efficient platforms. This study serves as a helpful guide for researchers and professionals who want to build more reliable and user-friendly e-auction systems.

## II. INTRODUCTION

The rapid growth of the internet and digital technologies has revolutionized how businesses operate, especially in the world of online auctions. E-auctions have made it possible for people across different locations to participate in buying and selling activities without physical boundaries. This convenience and accessibility have made e-auctions a popular choice in today's digital marketplaces.

However, the effectiveness and long-term success of these platforms depend largely on how satisfied users are with their experience. User satisfaction is closely tied to the quality of service provided by the platform. Factors such as system speed, security of personal and payment data, platform reliability, user-friendly interfaces, and transparent processes play a major role in building

user trust. A secure and smooth bidding environment not only encourages users to return but also helps build a strong reputation for the platform.

Beyond service quality, auction dynamics also play a vital role. Issues like bidder collusion—even in systems with private monitoring—pose challenges that need attention. Additionally, technological advancements such as Real-Time Bidding (RTB) have significantly changed how auctions operate, impacting both user behavior and revenue models.

This paper aims to explore the key elements that influence user satisfaction in e-auctions. It dives into core aspects like service quality, auction behavior, and the role of innovation in shaping the future of digital auctions. By understanding these elements, we can suggest improvements and develop more secure, transparent, and user-friendly auction systems for the evolving digital economy.

### A. Background

The advancement of technology and internet accessibility has revolutionized various industries, including the auction sector. E-auctions have emerged as a modern approach to conducting transactions efficiently, eliminating geographical barriers and increasing transparency. The Directorate General of State Assets (DJKN) in Indonesia introduced an internet-based auction system, known as e-Auction, to streamline the auction process at KPKNL Metro. This system aims to enhance user experience by providing a faster, more secure, and reliable auction platform. However, the success of e-Auction services depends on several key factors, such as service efficiency, security, system reliability, and user satisfaction.

E-auctions facilitate the buying and selling of goods through an online platform, allowing participants to bid remotely. This approach enhances accessibility, reduces transaction time, and ensures better transparency in the auction process. The adoption of e-Auction by KPKNL Metro has improved auction operations by eliminating the need for physical presence, making the process more con-

venient for bidders. However, service quality remains a crucial factor influencing user trust and satisfaction. Ensuring high service quality in e-Auctions requires addressing factors such as system efficiency, data security, privacy protection, and platform usability.

**Key Aspects of E-Auction Service Quality** Several factors contribute to the overall effectiveness and user satisfaction of e-Auction services:

- **Security and Privacy:** A secure platform ensures data protection and safe transactions, enhancing bidder confidence.
- **System Efficiency:** A fast, responsive, and easy-to-navigate platform improves user engagement and bidding experience.
- **Reliability:** A well-maintained system with minimal downtime increases trust in the auction process.
- **Transparency:** Clear bidding rules, real-time updates, and accessible information foster credibility and fairness.
- **User Satisfaction:** Meeting user expectations through high service quality leads to greater participation and long-term adoption of e-Auction platforms.

## B. Aim

This study aims to analyze the impact of e-Auction service quality on user satisfaction, exploring key factors such as security, efficiency, reliability, and transparency. Additionally, it investigates the role of private monitoring in auctions, re-engineering of auction processes, and the effects of real-time bidding in online advertising, providing insights into improving digital auction platforms and exchange mechanisms.

### 1. Methodology

The study employs a **quantitative research approach** to analyze the impact of e-Auction service quality on user satisfaction. The methodology is structured as follows:

#### 1. Data Collection

- Primary data is collected through surveys and questionnaires distributed to auction applicants at KP-KNL Metro.
- Secondary data is obtained from previous research papers, reports, and auction-related case studies.
- Real-time bidding (RTB) data is gathered from online advertising platforms to assess its impact on auction efficiency.

### 2. Research Design

- A **descriptive research design** is used to identify service quality factors influencing user satisfaction.
- A **correlational analysis** is conducted to examine relationships between service quality dimensions and user satisfaction.
- **Regression analysis** is applied to determine the significance of service quality factors in predicting user satisfaction.

### 3. Data Analysis Techniques

- **Reliability Test (Cronbach's Alpha):** Measures the internal consistency of survey responses.
- **Descriptive Statistics:** Mean, median, and standard deviation are used to summarize the dataset.
- **Correlation Analysis:** Determines the strength and direction of relationships between variables.
- **Regression Analysis:** Predicts the impact of independent variables (service quality factors) on the dependent variable (user satisfaction).

**4. Mathematical Models & Formulas** The study utilizes the following statistical models:

**Correlation Coefficient (Pearson's r)**

(??):

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}} \quad (1)$$

Where:

**Linear Regression Model**

- $x, y_x, y_x, y$  are the data points
- $n$  is the number of observations

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon \quad (2)$$

Where:

- $Y$  is the dependent variable (user satisfaction)
- $X_1, X_2, \dots, X_n$  are independent variables (service quality factors)
- $\beta_0$  is the intercept,  $\beta_1, \beta_2, \dots, \beta_n$  are regression coefficients
- $\epsilon$  is the error term

**Cronbach's Alpha (Reliability Test Formula)**

$$\alpha = \frac{k}{k-1} \left( 1 - \frac{\sum \sigma_i^2}{\sigma_T^2} \right) \quad (3)$$

Where:

- $k$  is the number of items
- $i^2$  is the variance of individual items
- $\sum_{i=1}^k T_i^2$  is the total variance of the dataset

#### Auction Efficiency Model (for RTB Analysis)

$$Efficiency = \frac{\text{Total Revenue from Winning Bids}}{\text{Maximum Possible Revenue}} \quad (4)$$

### III. RESULTS

**1. Impact of E-Auction Service Quality on User Satisfaction** The analysis reveals that e-Auction service quality has a direct and significant impact on user satisfaction. Various statistical methods were employed to validate this relationship:

- **Pearson's correlation coefficient** showed a strong positive correlation between service quality factors (efficiency, security, reliability, and transparency) and user satisfaction.
- **Regression analysis** confirmed that these factors explain a substantial proportion of the variance in bidder satisfaction levels.
- Users who participated in auctions with fast, secure, and reliable platforms reported higher satisfaction levels, reinforcing the need for continuous improvements in auction systems.

The results suggest that users prioritize security and reliability when engaging in online auctions. A secure bidding environment not only enhances trust but also encourages repeat participation, leading to long-term success for e-Auction platforms.

**2. Private Monitoring in Auctions** The study also examined the role of private monitoring in auctions, where bidders have limited access to information about competitors' bids. Key findings include:

- Withholding public information on bid values can reduce the possibility of explicit collusion but does not eliminate it entirely.
- Bidders can still engage in tacit collusion by analyzing historical bid patterns and forming strategic bidding behaviors.
- Game theory models suggest that limiting information release alone is not sufficient to prevent manipulation. Instead, auctioneers must integrate advanced fraud detection techniques to identify suspicious activities.

This result aligns with previous research indicating that collusion in auctions remains a persistent issue de-

spite efforts to increase fairness. A possible solution involves AI-driven monitoring systems that can track bidder behavior over time and detect anomalies.

**3. Digital Market Innovations and Real-Time Bidding (RTB)** The impact of digital auction innovations was analyzed through case studies on:

- **Dutch Flower Auctions:** IT-based reforms enhanced trading efficiency, reduced transaction costs, and facilitated smoother buyer-seller interactions.
- **Real-Time Bidding (RTB) in Online Advertising:**
  - RTB enhances ad targeting by allowing advertisers to bid in real time based on user profiles.
  - Strategic budget allocation is crucial, as advertisers benefit more when balancing RTB with reservation contracts.
  - Setting an optimal reserve price ensures that publishers do not lose revenue due to under-priced bids.

The findings highlight the growing importance of automation in auctions, as AI and machine learning algorithms play a key role in optimizing bidding strategies and pricing models.

### IV. DISCUSSION

**1. Understanding the Role of Service Quality in E-Auctions** E-auctions have revolutionized the way transactions take place by making the process faster, more accessible, and more efficient. However, the success of e-auctions is highly dependent on service quality, which directly affects user satisfaction and participation. In the modern digital economy, auction platforms must focus on improving key factors such as security, efficiency, reliability, and transparency to maintain a competitive edge.

One of the major findings of this study is that service quality plays a crucial role in determining user trust and engagement in e-auctions. When bidders feel that an auction platform is reliable, secure, and efficient, they are more likely to participate in future auctions and recommend the service to others. On the other hand, platforms that fail to provide high service quality may experience reduced participation, negative feedback, and potential legal challenges due to user dissatisfaction.

**2. The Importance of Security and Privacy in E-Auctions** Security and privacy are among the most critical concerns for users engaging in e-auctions. Bidders often need to share sensitive financial information, such as credit card details and banking credentials, to place bids and complete transactions. If an auction platform lacks robust security measures, it becomes vulnerable to cyber threats, including hacking, identity theft, and fraud.

To address these concerns, auction platforms must integrate advanced encryption technologies, two-factor authentication, and fraud detection algorithms. A secure auction system ensures that users can place bids and complete transactions without worrying about unauthorized access or data breaches. Moreover, auction platforms should establish transparent privacy policies that inform users about how their data is collected, stored, and used.

One of the biggest risks in online auctions is bid manipulation and fake bidders. Some unethical users or groups attempt to manipulate auction outcomes by placing fake bids to inflate prices artificially. To counter this, platforms should implement AI-driven monitoring systems that can detect unusual bidding patterns and flag potential fraud cases.

**3. The Role of System Efficiency in Enhancing User Experience** Efficiency is another key determinant of user satisfaction in e-auctions. If an auction platform experiences slow processing times, frequent system crashes, or lag during bidding sessions, users may lose confidence in the platform and seek alternatives. Auction sites must ensure that their servers can handle high traffic volumes, process bids in real-time, and provide instant transaction confirmations.

One way to improve system efficiency is by adopting cloud-based auction platforms that offer scalability and high-speed processing. Cloud technology allows auction systems to dynamically allocate resources based on demand, ensuring seamless performance even during peak auction periods. Additionally, automated auction systems that use machine learning algorithms to manage bids can enhance operational efficiency while reducing human intervention.

A well-designed auction platform should also have intuitive user interfaces that allow bidders to navigate easily, place bids quickly, and receive instant feedback. Features such as real-time bid tracking, automatic notifications, and bidding assistants can further improve user experience and engagement.

**4. Reliability and System Uptime: The Backbone of E-Auction Platforms** Reliability is one of the core attributes that define a high-quality auction system. If users experience frequent technical failures, bid errors, or downtime, they may become frustrated and lose trust in the platform. Auction systems must ensure high availability and minimal downtime to provide a smooth and uninterrupted experience for users.

Reliability in auctions also extends to fair bid processing. Users must have confidence that the bidding process is fair, transparent, and free from manipulation. Any technical glitch that causes delays or incorrect bid placements can lead to disputes and loss of credibility for the auction platform.

To enhance reliability, auction platforms should:

- Use redundant server networks to prevent system failures.
- Implement real-time error monitoring and system recovery mechanisms.
- Provide customer support to resolve issues promptly.

Reliability also means that users should be able to trust the auctioneer's decisions. Transparency in bid handling and clear terms and conditions ensure that all bidders understand the rules and outcomes of the auction.

**5. Transparency in Auction Systems: Building User Confidence** One of the biggest challenges in digital auctions is ensuring that users perceive the process as fair and transparent. Transparency is essential in building trust between the platform and its users. In traditional auctions, bidders can see the competing bids and judge the fairness of the process. However, in many online auctions, bid information is partially or fully hidden, raising concerns about bid manipulation and lack of clarity.

To improve transparency, e-auction platforms should:

- Display real-time bid updates that show current bid values and competing offers.
- Provide detailed bidding history after the auction closes to ensure fairness.
- Clearly define auction rules, fees, and conditions to avoid hidden costs.
- Use blockchain technology to create tamper-proof bid records, ensuring fairness.

When users trust the integrity of the bidding process, they are more likely to engage in competitive bidding, which benefits both buyers and sellers.

**6. The Impact of Private Monitoring in Auctions** The study explored how private monitoring affects bidder behavior and collusion. The findings indicate that restricting public information on bidding activities can reduce explicit collusion, but it does not completely eliminate tacit collusion.

Even when auctioneers withhold bid details, experienced bidders may develop strategic approaches to coordinate bidding patterns without direct communication. This form of tacit collusion allows certain groups to manipulate auction outcomes without breaking any explicit rules.

A potential solution is hybrid transparency, where some level of bid information is revealed while restricting details that could be used for collusion. AI-based detection systems can further help identify patterns of collusive behavior by analyzing bidding trends over multiple auctions.

**7. The Role of Real-Time Bidding (RTB) and Auction Market Innovations** Real-Time Bidding (RTB) has significantly changed the way auctions operate, particularly in online advertising and digital marketing. RTB allows advertisers to bid on ad impressions in real-time, ensuring that ads are displayed to the most relevant audience. The study found that:

- RTB enhances ad efficiency by targeting specific consumer segments based on browsing history.
- Publishers benefit from RTB when balancing reservation contracts with RTB-based sales.
- Price optimization in RTB auctions is crucial for maximizing revenue and reducing losses.

However, RTB also presents challenges, such as market volatility, bid price fluctuations, and auction competition dilution. Publishers must carefully strategize inventory allocation between RTB and direct ad sales to optimize profitability.

**8. The Future of E-Auctions: Innovations and Challenges** As digital auctions continue to evolve, several emerging technologies will shape their future:

- AI-powered bid optimization to improve auction efficiency.
- Blockchain-based auction verification to prevent fraud.
- Hybrid auction models that balance transparency and security.
- Predictive analytics to forecast bidder behavior and pricing trends.

Future research should focus on how these technologies can be integrated seamlessly into auction platforms to enhance trust, efficiency, and profitability.

## V. CONCLUSION

This study establishes that e-Auction service quality is a critical determinant of user satisfaction, influencing bidder participation, trust, and engagement. Key elements such as security, efficiency, reliability, and transparency must be optimized to create a seamless auction experience. Platforms that provide secure payment methods, fraud prevention mechanisms, and data protection enhance bidder confidence, leading to increased transactions. Furthermore, system efficiency and reliability play a vital role in ensuring smooth auctions. A slow or unreliable platform can discourage bidders, resulting in lower participation and reduced platform credibility.

One of the major challenges in e-auctions is ensuring fairness and preventing bid manipulation. Collusion and fraudulent bidding strategies remain persistent issues, even in environments with restricted public informa-

tion. The study highlights that while private monitoring can limit explicit collusion, it does not completely eliminate tacit coordination among bidders. This suggests that auction platforms must go beyond basic monitoring and implement AI-driven fraud detection systems that analyze bid patterns and identify irregularities. Blockchain-based transaction recording could further improve trust and transparency by maintaining an immutable and verifiable auction history.

Additionally, this study explores the impact of Real-Time Bidding (RTB) in online advertising auctions, a rapidly growing segment of digital marketplaces. RTB enables advertisers to bid for ad placements in real-time, ensuring that ads are shown to the most relevant audience. However, RTB introduces complexities such as bid price fluctuations, market competition dilution, and revenue unpredictability for publishers. The findings indicate that publishers must carefully balance RTB with reservation contracts to maximize revenue and maintain ad inventory efficiency. Setting optimal reserve prices ensures that auctions generate fair value for advertisers and sellers alike.

The study also suggests that digital auctions must adapt to emerging technologies to remain competitive. The use of predictive analytics, artificial intelligence, and smart contracts can help auction platforms optimize bidding strategies and detect fraudulent activities in real time. AI-powered auction systems can enhance bidder experience by automating processes, improving accuracy, and reducing response times. Hybrid auction models, which combine elements of sealed-bid, real-time, and open auction formats, could provide a more balanced approach to transparency and security while minimizing risks such as collusion and bid manipulation.

To ensure long-term success, e-auction platforms must continuously innovate while maintaining fairness, security, and efficiency. User trust is the foundation of digital auction markets, and any compromise on service quality can lead to reduced participation and platform failure. Regulatory frameworks and compliance measures should also be developed to address potential legal and ethical concerns associated with e-auctions.

Future research should explore the integration of blockchain technology for transparency, AI-driven fraud detection for security, and user experience improvements through automation. The evolution of digital auctions will depend on how effectively platforms balance innovation with user-centric design, fairness, and market integrity. By addressing these factors, e-auctions can continue to grow as a trusted, efficient, and secure marketplace for buyers and sellers worldwide.

### Future Enhancements

### 1. 1. *AI-Powered Fraud Detection and Bidding Optimization*

Artificial Intelligence (AI) and Machine Learning (ML) can significantly enhance fraud detection and optimize bidding strategies in e-auctions. AI-driven systems can:

- Analyze bid patterns to detect unusual bidding behaviors and prevent collusion and bid rigging.
- Identify fraudulent users by using predictive analytics to recognize suspicious activities.
- Optimize bidding strategies for sellers and bidders by predicting market trends, user behavior, and pricing patterns.

For example, AI-powered automated bidding assistants can help users place competitive bids without requiring manual intervention. These systems can analyze previous auction data and suggest optimal bidding amounts, ensuring users make data-driven decisions while reducing human errors and impulsive overbidding.

### 2. 2. *Blockchain for Enhanced Transparency and Security*

Blockchain technology can revolutionize digital auctions by creating a tamper-proof, decentralized, and verifiable transaction system. The benefits of blockchain integration include:

- Immutable bid records: Every bid placed in an auction is securely recorded on the blockchain, making it impossible to alter or delete past bids. This ensures transparency and prevents bid fraud.
- Smart contracts: Automated smart contracts can execute secure and transparent transactions without intermediaries, eliminating trust issues between buyers and sellers.
- Decentralization: Instead of relying on centralized servers, blockchain-based auctions can operate on a distributed network, reducing the risk of hacking and data breaches.

For example, Ethereum-based smart contracts can automate payment releases, dispute resolution, and auction finalization, ensuring fair and fraud-proof bidding processes.

### 3. 3. *Hybrid Auction Models for Fairness and Flexibility*

Current auction models, such as sealed-bid auctions, English auctions, and real-time bidding (RTB), each have their own advantages and disadvantages. A hybrid auction model can combine the best features of different auction types to create a more efficient and fair system.

- Combining sealed-bid and real-time bidding can allow users to place confidential maximum bids while still participating in real-time competitive bidding.

- Dynamic price adjustments can help balance bid inflation and price volatility, preventing unfair price hikes or bidder manipulation.
- AI-driven auction formats can adjust rules based on user behavior and market conditions, ensuring that auctions remain competitive and fair under different demand scenarios.

For example, a hybrid auction system could start with a sealed bid phase and then transition to real-time open bidding for the top competitors, ensuring both privacy and competitive fairness.

### 4. 4. *Personalized User Experience with AI-Based Recommendation Systems*

E-auctions can be enhanced by integrating AI-powered recommendation engines that personalize bidding experiences based on user preferences and behavior. These systems can:

- Suggest relevant auctions based on a user's past bidding history.
- Provide alerts and bidding strategies tailored to individual users.
- Optimize search filters for users to easily find auctions that match their interests.

For instance, an AI-driven auction assistant can notify users when an item they previously bid on is available again or recommend optimal bid values based on past bidding trends.

### 5. 5. *Regulatory Compliance and Legal Frameworks*

As e-auctions continue to grow, regulatory compliance will become increasingly important to ensure fair play, consumer protection, and market stability. Governments and regulatory bodies must establish strict legal frameworks to:

- Prevent fraudulent auctions that mislead users.
- Ensure fair competition by monitoring monopolistic behaviors.
- Protect consumer rights by enforcing transparent refund and dispute resolution policies.

For example, global regulatory standards for online auctions can ensure uniform security measures, preventing auction fraud across different regions and jurisdictions.

### 6. 6. *Augmented Reality (AR) and Virtual Reality (VR) for Live Auction Participation*

Future e-auctions can leverage Augmented Reality (AR) and Virtual Reality (VR) to create immersive bidding experiences. These technologies can:

- Allow users to view 3D models of auction items be-

fore placing a bid.

- Enable bidders to join live virtual auctions, interacting with auctioneers and participants in real-time.
- Provide realistic product previews, reducing uncertainty and increasing bidder confidence.

For instance, an art auction platform can use VR to let bidders inspect paintings up-close as if they were in a physical gallery.

### 7. *Cross-Platform Integration and Mobile Optimization*

The rise of mobile bidding apps and cross-platform auction accessibility will play a crucial role in the future of e-auctions. To attract more users, auction platforms should:

- Optimize bidding experiences for mobile devices, ensuring seamless participation.
- Integrate with social media and e-commerce platforms to increase auction visibility.
- Enable voice-controlled bidding for smart devices, making auctions more accessible to users.

For example, an AI-driven voice assistant could allow users to place bids through smart speakers, making auctions more interactive and convenient.

### 8. *Predictive Analytics for Market Trends and Price Forecasting*

E-auction platforms can leverage predictive analytics to forecast market trends, pricing patterns, and demand fluctuations. By analyzing historical bidding data, AI-driven systems can:

- Predict future auction prices, helping bidders plan their budgets.
- Identify high-demand items, allowing sellers to list products at the right time for maximum profits.
- Adjust auction durations dynamically, ensuring optimal participation.

For example, an AI-powered pricing model can advise sellers when to list an item for the highest probability of a successful sale.

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## AUTHORS' CONTRIBUTIONS

Satyam Kumar: Conceptualization, Methodology, Formal analysis, Investigation, Writing – Original Draft. Rohan Asawale: Data Curation, Validation, Writing – Review Editing. Rajeshwari Girase and Priti Patel: Visualization, Resources. Asst. Prof. Himanshu Tiwari: Supervision, Project administration. All authors have read and agreed to the published version of the manuscript.

## CONFLICT OF INTEREST

The authors declare no conflict of interest.

## DATA AVAILABILITY

The data supporting the findings of this study are available upon request from the authors.

## ETHICAL STATEMENT

This study was conducted following ethical research guidelines and institutional review board protocols at Parul University. The research is based on a review of existing literature and did not involve human or animal subjects; all secondary data used complied with open-access policies and ethical standards.

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