

Theme: Supply Chain Management
Relevant Discipline: Strategic Niche Management
Topic: Online Reverse Auction

Resources*	Annotation
<p>1.(Video)</p> <p>A.</p> <p>https://www.youtube.com/watch?v=Oto2mXrPIUw</p> <p>B.</p> <p>https://www.youtube.com/watch?v=0TtCQCK49mg</p>	<p>A.</p> <p>Description: This video explains the process flow and the reverse auction model in Institutional purchase function through Request-for-Proposal.</p> <p>Video Duration: 1 minutes 39 seconds.</p> <p>Suitable for: undergraduate students from Management and Commerce discipline interested in purchase and procurement function.</p> <p>Learning outcome: The viewers are expected to learn the comparison of efficiency in paper works, savings in time, and discovering competitive bids during the conventional purchase of energy or commodity for the online reverse auction.</p> <p>B.</p> <p>Description: This video explains the benefits of online reverse auction and latest pricing discovery through a third-party solution provider.</p> <p>Video Duration: 2 minutes 04 seconds.</p> <p>Suitable for: Industry professionals and postgraduate students from management and Commerce discipline interested in supply chain management.</p> <p>Learning outcome: The viewers are expected to learn the benefits of live-pricing procurement, access to global suppliers, efficiency through competitive price discovery, improving purchase function, and, shortening procurement life cycle cost in a software-as-a-service model.</p>
<p>2.(E Book)</p> <p>https://link.springer.com/chapter/10.1007/0-306-47009-8_35#enumeration</p>	<p>Description: The e-chapter discusses procurement function of a multinational firm and migration from a conventional auction system to electronic reverse auctions.</p> <p>Document length and reading time: 2043 words and</p>

	<p>approximately 06-08 minutes of reading time.</p> <p>Suitable for: Postgraduate students from management and commerce discipline as well as PhD students interested in B2B procurement behaviour.</p> <p>Learning outcome: The chapter discusses factors in understanding efficient procurement such as a) the starting bid price, b) the actual price paid by the buyer in the last purchase, c) the first or highest bid price submitted during the auction. At the supplier's end, B2B procurement bidding depends upon other factors. These factors are a) the number of suppliers invited for tender, b) the number of suppliers who accepted the bidding invitation, c) the number of suppliers logged in to the online reverse auction site, d) the number of suppliers who actually submitted bids, and e) the number of actual bids received. Online reverse auctions are evolving into data mining models.</p>
<p>4.(E-Journal)</p> <p>A.</p> <p>http://www.doi.org/10.13140/RG.2.2.11765.52964</p> <p>(E-Journal)</p> <p>B.</p> <p>https://doi.org/10.5121/ijmvsc.2011.2302</p>	<p>A.</p> <p>Dutta, Mridul & Choudhury, Dhrubajyoti. (2016). Institutional procurement process of small and medium enterprises in National Capital Region of India: A case study of InfiAuction online reverse auction solution. <i>Gauhati University Journal of Commerce</i>, 19:105-119. ISSN: 09714715.</p> <p>Description: This research analyses and compares the various factors which affect the offline and online buying behaviour of the industries in India in B2B market.</p> <p>Document length and reading time: 4495 words and approximately 25-30 minutes of reading time for 14-page journal research paper.</p> <p>Suitable for: Subject matter experts, postgraduate students from management and commerce discipline, and, PhD students interested in B2B procurement behaviour of small and medium enterprises.</p> <p>Learning outcome: Literature review on institutional buyers and typical behaviour in B2B procurement. Descriptive analysis conducted by the startup firm InfiAuction indicates the choice of the procurement channel depended on the type and priority of the transaction. As a case study, factors of procurement channels are the total cost of ownership and supplier equations between traditional procurement compared to e-procurement.</p> <p>B.</p> <p>Wyld, D. C. (2011). Current research on reverse auctions: Part-I Understanding the nature of reverse auctions and the price and process savings associated with competitive bidding.</p>

	<p><i>International Journal of Managing Value and Supply Chains</i>, 2(3). DOI: 10.5121/ijmvsc.2011.2302</p> <p>Description: This research provides an overview of reverse auction practice in private and public sector procurement.</p> <p>Document length and reading time: 4543 words and approximately 25-30 minutes of reading time for 08-page journal research paper.</p> <p>Suitable for: Subject matter experts, postgraduate students from management and commerce discipline, and, PhD students interested in B2B procurement behaviour of private and public sector enterprises.</p> <p>Learning outcome: Literature review on the dynamic nature of pricing, reasons for preference of Reverse Auctions over conventional RFP and forward auctions, the issue of switching suppliers, sustainability of savings from process and time. This research compares the forward auction with reverse auctioning. This article has provided the reader a basic understanding of when to use reverse auctions, how to determine the "winning bid" in a reverse auction, relations between the buyer and suppliers, and, when not to use reverse auction for procurement.</p>
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Recommended By:

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DESIGNATION: Assistant Professor

DEPARTMENT: Business Administration

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SPECIALIZATION: Strategic Niche Management; Intellectual Property Rights; Community Based Tourism

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