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Abstract
In recent years, the trend of online purchase is arising because of the population of Internet and e-Commerce. So far, most of the online purchasing use posted prices. Therefore, buyers are usually in a passive and disadvantageous situation. In order to obtain benefits, buyers must bargain with sellers. If they want to have more, buyers have to integrate the information of sellers, and simultaneously negotiate with multiple sellers, with transparent information in order to increase the degree of competition.
In this research, we develop a one-to-many negotiation strategy model, based on multi-attribute utility theory, for buyers to negotiate with sellers. This model has the process based on the four-phase model proposed by Raiffa, and uses software agents on behalf of buyers to negotiate with sellers.
Negotiation needs concession to succeed. However, usually concession strategies are set up at the beginning of negotiation and fixed during the negotiation; the responses and behavior of opponents are not considered in the negotiation. To conquer this problem, we use fuzzy theory and utility evaluation to integrate the information from sellers and conduct inferences, in order to dynamically adjust the concession. In this way, we can enhance the negotiation ability of software agents to simulate the real-world human negotiation, so that agents will be able to explore more and better benefits for buyers.
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