

Estimation of winner's curse and expected revenue in bundling auctions

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April 21, 2014

Abstract

In this paper, we focus on bundling auctions in the online auction markets. Today, many people use consumer-to-consumer electronic commerce sites to buy (or sell) goods. In such tradings, sellers often sell two or more items as bundling auctions. On the other hand the other sellers sell the same items in separate.

We propose an empirical model of online common value auctions for the both bundling auctions and separate auctions. We also conduct the simulation experiments based on our empirical model.

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