



Innovative Tools for Business Coalitions in B2B Applications: How Negotiation, Auction and Game Theory Can Support Small- and Medium-sized Business in E-business

Pierluigi Argoneto, Paolo Renna

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The manufacturing industry is facing the challenges of shifting its operations from the traditional factory integration philosophy to a supply chain based e-factory philosophy, and of transforming the focus of companies from the local factory to global enterprise and business. *Innovative Tools for Business Coalitions in B2B Applications* presents a set of innovative methodologies that can be used to face all the issues that stem from the interaction of customers and suppliers in an e-marketplace environment.

The first methodology discussed is multi-agent architecture and this forms the basis of a simulation environment developed in order to test the proposed models. The second concerns a bargaining model based on the negotiation mechanism and the third centers on production planning to support agents during the bargaining phase. The fourth is the possibility of a coalition between the suppliers and the authors offer a choice of two different approaches. One is the application of Nash equilibrium to select the members of a potential coalition of sellers, while the other is a centralized approach with a profit sharing mechanism based on the Shapley value. All the innovative approaches reported in *Innovative Tools for Business Coalitions in B2B Applications* have been statistically tested in different market conditions.

The methodologies, approaches and results presented in *Innovative Tools for Business Coalitions in B2B Applications* will be of interest to PhD students, operations managers and supply chain management researchers who develop value-added services for an e-marketplace in a business-to-business environment.

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