



Agent-Mediated Electronic Commerce V

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The design of intelligent trading agents, mechanisms, and systems has received growing attention in the agents and multi-agent systems communities in an effort to address the increasing costs of search, transaction, and coordination which follows from the increasing number of Internet-enabled distributed electronic markets. Furthermore, new technologies and supporting business models are resulting in a growing volume of open and horizontally integrated markets for trading of an increasingly diverse set of goods and services. However, growth of technologies for such markets requires innovative solutions to a diverse set of existing and novel technical problems which we are only beginning to understand. Specifically, distributed markets present not only traditional economic problems but also introduce novel and challenging computational issues that are not represented in the classic economic solution concepts. Novel to agent-mediated electronic commerce are considerations involving the computation substrates of the agents and the electronic institutions that supports, and trading, and also the human-agent interface (involving issues of preference elicitation, representation, reasoning and trust). In sum, agent-mediated electronic trade requires principled design (from economics and game theory) and incorporates novel combinations of theories from different disciplines such as computer science, operations research, artificial intelligence and distributed systems. The collection of above-mentioned issues and challenges has crystallized into a new, consolidated agent research field that has become a focus of attention in recent years: agent-mediated electronic commerce.

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