

Dear all,

INDIAN INSTITUTE OF SCIENCE

INSTITUTE COLLOQUIUM
(Electrical Sciences)

PROF. Y. NARAHARI
(Electronic Commerce Laboratory)
Department of Computer Science & Automation

will deliver a lecture

on

Game Theoretic Problems in Electronic
Commerce and Mechanism Design Solutions

on Wednesday, April 30, 2008
at 4.00 pm in the Faculty Hall

THE DIRECTOR
will preside

All are cordially invited

Coffee/Tea: 5.00 pm
Venue: Reception Hall

Abstract

The current decade has seen game theory and mechanism design being applied intensively in the areas of network economics and electronic commerce, to model, analyze, and solve decentralized design problems involving rational and strategic agents. At the Electronic Commerce Laboratory in the Department of Computer Science and Automation, we have been looking at emerging game theoretic problems in application areas such as electronic markets, dynamic pricing, and Internet advertising. In the first part of the talk, we will provide a glimpse of certain key results we have obtained in mechanism design. In the second part of the talk, we present two important applications of our research: (1) design of optimal mechanisms for sponsored search auctions on the web and (2) design of efficient auction mechanisms for electronic procurement.
