

# **Propositions**

attached to the thesis

## **The Effect of Posted Prices on Sequential Auctions in B2B Multi-channel Markets**

Huong May Truong

Erasmus University Rotterdam

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## I

A posted price channel - that is executed as pre-sales before the Dutch auction system - will lead to positive outcomes for sellers in the Dutch sequential auction system via a signaling process (this thesis).

## II

The pre-sales channel reveals additional information such as pre-sales price and quantity sold for bidders and it affects the auction price and its dynamics, revenue, and competition (Chapter 4 & Chapter 6).

## III

In a sequential B2B Dutch auction system, high pre-sales price signals work as signals of product quality that lead to higher revenue for sellers (Chapter 4).

## IV

B2B bidders make their channel choices based on their demand characteristics and experiences. These choices redistribute the sequence of orders where small orders are attracted to the pre-sales, but they will not necessarily overly break the auction transactions into smaller ones and increase the number of small transactions in the auctions (Chapter 5).

## V

Pre-sales price information signal influences the Dutch sequential auction price dynamics and a high price signal will reduce the declining rate of the auction prices by affecting bidders' demand allocation decision and market competition. (Chapter 6).

## VI

The availability of big data on customers' behaviors allows companies to better understand customers' demands and preferences and hence better personalize products and recommendations.

## VII

Covid-19 changes the way people work significantly. It popularizes remote working across multiple sectors but it will not remove office time entirely in the long term as online meetings have not been able to fully deliver the full range of body language, facial expressions, and other social interactions to properly establish a connection between individuals.

## VIII

Advances in recommendation systems will lead to higher customer satisfaction and lower churn.

## IX

Working hours and productivity follow a non-linear relationship (Pencavel, J., 2015. The productivity of working hours. The Economic Journal, 125(589), pp.2052-2076.).

## X

While higher prediction model complexity can improve accuracy, it limits model interpretability.

## XI

Virtual meetings have become indispensable in academia. They are great but full of surprise guests and distractions.