

Intelligent Agent Negotiation Strategies in the Electronic Marketplace Environment

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E-commerce will dominate the market if coupled with appropriate technologies and mechanisms. Mobile agents may enhance the intelligence and improve the efficiency of systems in the e-marketplace. We propose a dynamic multilateral negotiation model and construct efficient negotiation strategies based on ranking mechanisms that do not require a complicated rationale on behalf of the buyer agents. These strategies can be used to extend the functionality of autonomous agents, so that they quickly reach to an agreement aiming to maximise their owner's utility. The framework considers both contract and decision issues, is based on real market conditions, and has been evaluated.