## International Journal of Electronic Commerce

Summer 2010, Volume 14, Number 4

Vladimir Zwass	
Editor's Introduction	5
Christian Barrot, Sönke Albers, Bernd Skiera, and Björn Schäfers	
Vickrey vs. eBay: Why Second-Price Sealed-Bid Auctions Lead to More Realistic Price-Demand Functions	7
Roumen Vragov, Richard Di Shang, and Karl R. Lang	
On-Line Auctions with Buy-It-Now Pricing: A Practical Design Model and Experimental Evaluation	39
Jooryang Lee, Jai-Yeol Son, and Kil-Soo Suh	
Can Market Knowledge from Intermediaries Increase Sellers' Performance in On-Line Marketplaces?	69
Muhammad Aljukhadar, Sylvain Senecal, and Denis Ouellette	
Can the Media Richness of a Privacy Disclosure Enhance Outcome? A Multifaceted View of Trust in Rich Media	
Environments	103
Cristiane Pizzutti and Daniel Fernandes	
Effect of Recovery Efforts on Consumer Trust and Loyalty in E-Tail: A Contingency Model	127
Index to Volume 14	161