

Nora Rienhuber

Current adoption and future prospects of electronic reverse auctions in the Austrian automotive industry

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Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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Imprint:

Copyright © 2010 GRIN Verlag
ISBN: 9783640787777

This book at GRIN:

<https://www.grin.com/document/163954>

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Current adoption and future prospects of electronic reverse auctions in the Austrian automotive industry



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Submission date: 26th August 2010

A dissertation submitted in partial fulfilment of the
requirements of the University of Plymouth for the degree of
Master of Science in International Supply Chain Management

ACKNOWLEDGEMENTS

Without the help and support of several people, this piece of work carried out in order to achieve the Master of Science in International Supply Chain Management, would not be as it is now. For this reason I want to give special thanks to several people.

First of all I would like to thank my supervisor Dr. Shunmugham Pandian for his support and recommendations regarding my research.

Moreover, I want to thank the purchasing managers and purchasing agents who were willing to sacrifice their time to support my work.

In addition, I want to thank Mama, Papa, Peter, Martina, Reini and Burgi Oma for their encouragement to go abroad and especially my parents for enabling this study.

Thanks to all the nice people I met during my Master studies abroad - it was an amazing time with lots of fun and nice experiences which I'll never forget. Special thanks to my travel partner Zoe who became a really good friend.

Finally, I want to thank Lukas for his everlasting mental support ☺.

~ Wer immer macht, was er schon kann, bleibt immer der, der er schon ist ~

~ Wer kann schon von sich sagen, dass er seinen Traum lebt? ~

ABSTRACT

Especially after the recession, it is of interest whether electronic reverse auctions (eRAs), as e-procurement tool with a high cost saving potential, are attractive for companies. Therefore, the purpose of this study is the investigation of the current eRA adoption and future eRA prospects in terms of extent and way of usage in the Austrian automotive industry.

Data were collected from purchasing managers and purchasing agents of 20 companies which belong to the 24 top-selling Austrian automotive companies. Quantitative data was collected from 20 companies regarding the extent of eRA usage. Furthermore, 18 of these participated in semi-structured interviews for qualitative data collection regarding reasons for (not) using eRAs and the way of eRA usage.

Results of the data analysis show that the extent of eRA usage is and will remain quite low in the Austrian automotive industry and even adopters' eRA spending is fairly low. In conclusion, eRAs do not seem to contribute a lot to achieve cost savings in the Austrian automotive industry and are considered to be rather disliked by Austrian automotive buyers.

Although findings cannot be generalised to the whole Austrian automotive industry they still might have the implication that buyer-supplier cooperation will prevail in the Austrian automotive industry in the future as it obviously contributes more to gain a sustainable competitive supply chain advantage than eRAs. Moreover, if other industries and countries have similar attitudes towards eRAs as Austrian automotive buyers, it might have negative implications on eRA tool providers, though this needs to be investigated in further research.