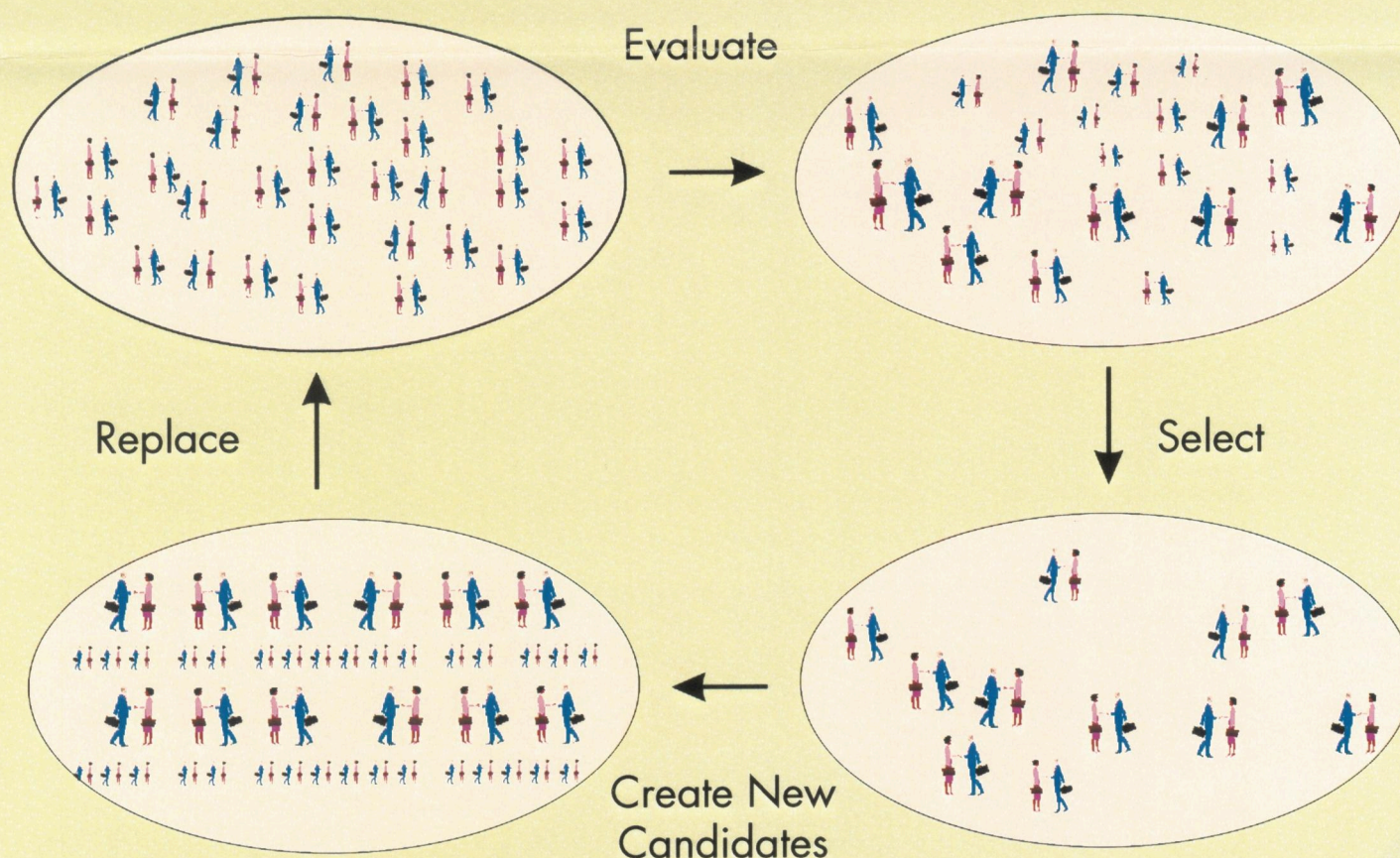




Generating Successful Negotiation Strategies by Evolutionary Computation

- Automated negotiations between software agents in electronic market places
 - multiple issues together (e.g. price, delivery time, quality)
- Application domains:
 - business-to-business and business-to-consumer transactions
 - electronic auctions (e.g. Ebay, Amazon)
- Generate effective negotiation strategies using natural-selection techniques



- Strength of this approach:
 - efficient strategies
 - agents can reach win-win situations
 - no advance knowledge needed: implicit learning
 - continuous exploration of new strategies