A Virtual Market for Teaching Electronic Market Concepts in Information Systems Education

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ABSTRACT

The Internet has radically altered the context in which business information systems are deployed. Before the Internet, the study of information systems focused on intra-company systems and decisions. Internet connectivity has brought a new focus on markets, market systems, and market-oriented decisions. This new focus on reactive markets requires new teaching methods that can model the behavior of markets and the role of information and information systems in markets. We present an e-market simulation as a means for teaching market-oriented information systems concepts.

Keywords: electronic markets, e-markets, simulation, economics of information