

M9L16. Game Theory

Slide #1



The slide cover is divided into two main sections. The left section has a dark background with white and yellow text. The right section features a grayscale image of a person standing with their back to the camera, looking at a large, complex network diagram that resembles a globe or a molecular structure. To the right of the network are several hexagonal icons containing various charts and graphs.

ATM
TEXAS A&M UNIVERSITY
Engineering

Game Theory

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TCMT 612 | Technical Management
Decision Making

MASTERS OF ENGINEERING TECHNICAL MANAGEMENT

Slide #2



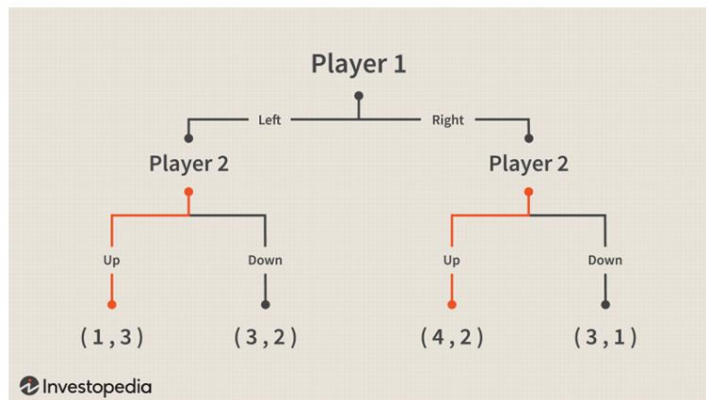
The outcome of a strategy not only depends on a company's own actions but also on the actions of other players.

In complex business scenarios, where the outcome of a strategy depends not only on a company's own actions, but also on the actions of other players, such as competitors, the application of game theory can provide valuable insight.

Slide #3

Game Theory

- Analyze interactive situations among competing players. e.g.,
- Real-world scenarios of
 - price competition
 - product releases to predict their outcomes.



<https://www.investopedia.com/terms/g/gametheory.asp>

Game theory offers a framework for analyzing interactive situations among competing players, enabling businesses to make informed decisions and predict potential outcomes. Game theory can be applied to analyze real world scenarios involving price competition.

By modeling the strategic interactions between competitors, businesses can assess the potential outcomes of different pricing strategies, identify optimal pricing points, and anticipate competitor responses.

This allows companies to make strategic pricing decisions that maximize their competitive advantage and profitability. Also, game theory can be used to analyze scenarios related to product releases.

By considering the strategic choices and responses of both the company and its competitors, businesses can assess the potential market dynamics and outcomes of different product launch strategies. This analysis helps companies identify potential risks and opportunities, enabling them to fine tune their product release plans and gain a competitive edge.

Slide #4

Game Theory

By applying game theory principles, companies can gain valuable insights into the strategic planning and increasing their chances of success in a competitive market.

Game theory provides a powerful framework for businesses to analyze interactive situations involving competitors.

By applying game theory principles, companies can gain valuable insights into the strategic landscape, make informed decisions, and predict potential outcomes, thus enhancing their strategic planning and increasing their chances of success in a competitive market.