

Strategic Management



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STRATEGIC MANAGEMENT



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Diplom.De Apr 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2000 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of St. Gallen (Betriebswirtschaftliche Abteilung (BWA)), language: English, abstract: Inhaltsangabe:Abstract: The growing or at least steady stream of literature that has been published in recent years on the variety of issues known as strategic management , both in the form of books and journal articles, some of them more, some less scientific, is ample evidence of the interest the management community takes in the subject. Likewise, game theory has experienced a surge in popularity, not only because the 1994 Nobel-price was awarded to JOHN HARSANYI, JOHN NASH and REINHARD SELTEN for their contribution to the refinement of game theory but also with regard to the influence it has had on the social sciences during the last two decades, primarily on economics but also on other fields such as psychology or political science. Surprisingly, however, there is little, if any, literature available on the combination of game theory and strategic management, even though game theory is concerned with finding solutions to strategic problems, its terminology (bargaining, power, cooperation etc.) also being very suggestive of applications to business strategy. The consequent question then has to be: is there a need to investigate the subject further and why might it be beneficial Strategy is a wide field and so is game theory. Therefore the purpose of this essay cannot possibly be to explore the intricacies game theory has to offer nor can it be to investigate the depths of strategic management. Rather, it is to examine, whether game theory can be fruitfully applied to the problems faced within strategic management. In order...



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