

Application of game theory to strategic decision-making in Russian companies

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Abstract

© Medwell Journals, 2017. Relevance of the research due to the growing interest in game theory as a tool for making strategic decisions in Russian companies. Game theory involves the efficient and effective decision-making due to its Mathematical basis. The purpose of this study was to investigate the efficiency of the use game theory in "Svaznoy" to determine the optimal price and volume purchases two types of smartphones in 2016. We used Mathematical methods and market research in our study. The result of the research was to determine the exact price and the exact volume of purchases as well as the calculation of the effective and enforceable methods of using game theory. The developed method can be used by specialists in various industries to design and develop its activities in the field of strategic planning.

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Keywords

Competitive environment, Evolution of game theory, Game theory, Optimal volume of purchases, Purchases, Strategic decision

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