

Lecture Series of the Research Institute for Supply Chain Management

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Summer semester 2017

“How companies can use game theory to gain advantages in business negotiations”

March 10, 2017, 5:00 pm – 6:30 pm

Building LC , Ground Floor, Room 004 Galerie, Welthandelsplatz 1, 1020



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AT Kearney

Abstract: Game Theory has contributed greatly to important findings in the academic world, especially in Economics as various Nobel Memorial prizes for Economic Sciences have proven. But still to date, it has hardly found its way into actual business life. Generally, there is quite a large gap to bridge between theoretic modeling of real life situations and day-to-day activities of companies. However, when looking at one of the key activities of any business - negotiations between Sales and Procurement - practical application of theoretical knowledge actually works quite well. Innovative companies have started to apply Game Theory to systematically position themselves into more favorable situations. In cases of significant market power, companies use Game Theory to completely break with conventional forms of negotiation and define rules of negotiation to their maximum advantage (“mechanism design”).

A.T. Kearney have successfully supported multiple clients in designing and implementing Game Theory based negotiations and are eager to share and discuss their insights from a practical perspective.

Biography: Jan Matin is a Senior Sourcing Manager at A.T. Kearney in Munich. He works in our Procurement practice and is specialized in designing and implementing Game Theory based negotiation processes in our clients’ Purchasing organizations. He studied Economics at the Julius-Maximilians-University of Wuerzburg, Germany with a focus on Industrial Economics and Monetary Policy.

Charlotte Winkelmayer works as a Manager for A.T. Kearney in Vienna. She focuses on Procurement and the Telco industry in Germany, USA and Greece, being involved in large Transformations, Procurement Assessments and Product Simplification projects. Charlotte studied in Vienna, Canada and Denmark and obtained her Master’s degree in Supply Chain Management from WU Wien in 2012.

Bruno Bellovoda is a Manager with A.T. Kearney in Vienna. He has worked with clients in Austria, Germany, Switzerland, The Netherlands and UAE focusing on developing and executing large-scale Procurement Transformation Programs, Strategic Sourcing and Negotiations as well as Supplier Relationship Management. Bruno studied in Austria and the UK and obtained his Master's degree in Supply Chain Management from WU Wien in 2013.