



APLICAÇÕES DE TEORIA DOS JOGOS À GESTÃO E ORGANIZAÇÃO INDUSTRIAL



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Apresentação dos artigos:

- **Succession analysis: an experimental study**

Succession is the most critical challenge that family firms face. Family cohesion and cultural alignment affects the way the challenge of succession is addressed. This study uses game theory and experimental economics approaches to analyze the impact that family cohesion has on successor selection in family firms, focusing on the younger generation's alignment with the underlining norms and values of the family.

- **Endogenous Market Coverage with Quality Dependent Unit Production Costs**

This study endogeneizes the level of market coverage through competing firms' choices in a vertically differentiated market, using a two-stage game in which firms decide their quality-price mix.

Data : 13/08/2019 (terça-feira)

Horário: 15h00

Local : Sala 23 - Prédio da Pós-graduação

