

Capitalizing on game Theory for Optimal Marketing decision in Service Industry: Evidence from telecommunication Industry in Nigeria

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April 17, 2020

Abstract

The paper aims to capitalize on game theoretic techniques- Prisoner Dilemma, Cournot model, Bertrand model, Quasi-game, and Stackelberg for optimal service marketing decision within the Telecommunication industry.

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MANUSCRIPT (game theory).docx available at <https://authorea.com/users/718145/articles/703410-capitalizing-on-game-theory-for-optimal-marketing-decision-in-service-industry-evidence-from-telecommunication-industry-in-nigeria>