MBS Global Insight Seminar (1.5-hours CPD):
Predicting Competitor's Behaviour: Game Theory for Business

Building on case studies and a series of behavioural economics anecdotes from game theory Patrick will present a critical review of using game theory in the case of predicting a competitor's likely reaction.

In his presentation, Patrick will introduce a new game theory template developed for analysts. The seminar will be interactive with audience games to introduce 'gamification' and Patrick will offer the audience a set of valuable 'take-aways' for improving business strategy.

Date & Time:	**Thursday 17 March 2016** **7pm - 8:30pm** **(7pm Networking; 7:15pm Seminar)**
Venue:	**Hong Kong General Chamber of Commerce** **22/F United Centre, 95 Queensway, Admiralty, Hong Kong** **(map)**
Fee:	**$100 for students and Alumni; $150 for Professional Institutions; $300 for guests**
Registration:	**Seats are limited. First-come, first-served basis by** **Register NOW**
Enquiries:	**Email Crystal Chung at alumni@manchester.edu.hk**

REGISTER NOW ▶

Professor Patrick McNutt, FRSA
Visiting Fellow at Manchester Business School, The University of Manchester

Patrick McNutt, Oxford graduate, academic and author of numerous publications is a Visiting Fellow at Manchester Business School and Visiting Professor at Smurfit Business School, Dublin, Ireland.

He is a behavioural economist and business consultant, with over 30 years of work experience spanning academe, the corporate sector and government office. Irish citizen, based in Dublin, he is engaged in research and teaching and, consults with private clients, advising on strategy by applying game theory reasoning and tools of analysis.

His recent book Decoding Strategy published by McGraw Hill in February 2014 explores data patterns and predictions. Nominated a Fellow of the Royal Society in 2012, you can follow him on Twitter @tuncnunc and via his web page www.patrickmcnutt.com.