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Economic Behavior, Game Theory, and Technology in Emerging Markets

Part of the Advances in Finance, Accounting, and Economics Book Series

Bryan Christiansen (PryMarke, LLC, USA) and Muslum Basilgan (Uludağ University, Turkey)

Game Theory has provided an extremely useful tool in enabling economists to venture into unknown areas. Its concepts of conflict and cooperation apply whenever the actions of several agents are interdependent; providing language to formulate as well as to structure, analyze, and understand strategic scenarios.

Economic Behavior, Game Theory, and Technology in Emerging Markets explores game theory and its deep impact in developmental economics, specifically the manner in which it provides a way of formalizing institutions. This is particularly important for emerging economies which have not yet received much attention in the academic world. This publication is useful for academics, professors, and researchers in this field, but it has also been compiled to meet the needs of non-specialists as well.

Topics Covered:

- Interorganizational Information Systems
- Business Ethics
- Corporate Lending at Banks in India
- Growth of Real GDP in Cuba
- Intelligent Business Decision-Making by Fuzzy Reasoning
- Relevance of Science in Development

Bryan Christiansen has been the Chairman of PryMarke, LLC since 2004, a Business Analytics and Management Consultancy in Michigan, USA. He has also been an Adjunct Business Professor since 2003 at Capella University and Ellis University (formerly Ellis College of New York Institute of Technology) in the USA and Gümüşhane University in Turkey. Born in Washington, DC and raised in Asia, Bryan is fluent in Chinese, Japanese, Spanish, and Turkish and has traveled to 38 countries during his 27-year business career with Global 500 firms and smaller. Bryan is an avid writer on business and education subjects and is currently based in Istanbul, Turkey where he is doing research for future books on these topics. Bryan holds a Bachelor's degree in Marketing from the University of the State of New York and an MBA degree from Capella University. He will complete his Doctor of Business Administration (DBA) degree in International Business at Walden University in 2013.

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