



MILANO, 13.06.2018

## AUCTION DESIGN AND BID MANAGEMENT.

WHEN PROCUREMENT MEETS ECONOMICS

5.30 PM - Lecture Hall Libreria Egea, viale Bligny 22 - Milano

Why every manager should know some game theory? Once the realm of art collectors and public contractors, bidding in auctions is now common place in business. Thinking strategically is becoming essential to obtain the best deal and thrive in today's competitive environment. To get the best deal in Google AdWords and Facebook Ad Auction and attract the customers you want, you have to second guess the strategies by the bidders you are competing against. And to fine tune your platform for sourcing key production inputs, you must anticipate how participation and bids by your suppliers will respond to the tweaks in your auction design.

- # How do bidders behave when faced with different auction rules?
- # How to avoid common mistakes when bidding?
- # How to deal with competition on both sides of the market?
- # How to optimize your sourcing system to deal with bankruptcy, collusion, timely delivery and quality?

Speakers:

FRANCESCO DECAROLIS, Associate Professor, Bocconi University

MARCO OTTAVIANI, Professor of Economics, and Dean for Research, Bocconi University

CLAUDIO NOTARANTONIO, Executive Vice President of Procurement & Supply Chain, Salini Impregilo

Cocktail will follow.



YOUR COMMUNITY OF MANAGERIAL IDEAS, NETWORKING AND EVENTS