



OSAAMISELLA KOHTI UUTTA NOUSUA

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Runko

1. Kilpailun uudet säännöt
2. Kyvykkyyksistä kilpailueduksi
3. Suhdannekimmoisuus ja ansainnan erilaiset tukijalat




KILPAILUN UUDET SÄÄNNÖT



Linnoituksesta torille

Innovative Applications of O.R.

Together we stand? Co-opetition for the development of green products

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Abstract

In this paper, we use the term “co-opetition” to describe situations where competitors collaborate on value-creating activities to reduce their R&D costs, improve expensive development processes, increase the effectiveness and efficiency of their green product development, and increase supply chain sustainability. We use a game-theoretic

The rules of co-opetition

(Brandenburger & Nalebuff)

“Cooperation is an overall win-win, but splitting the gains is a zero-sum game. The solution is relatively straightforward when there’s an even trade but harder if the trade is uneven”

The rules of co-opetition

(Brandenburger & Nalebuff)

1. Neither party has a special sauce at risk, but the parties' combined ingredients create value. In this scenario neither side is giving anything away. A recent example is Apple and Google's decision to cooperate in creating contact-tracing technology for Covid-19
2. Both parties have a special sauce, and sharing puts them both ahead of their common rivals. In 2013, Ford and GM agreed to share transmission technologies. This made sense because they had complementary capabilities: Ford led in 10-speed transmissions, GM in nine-speed

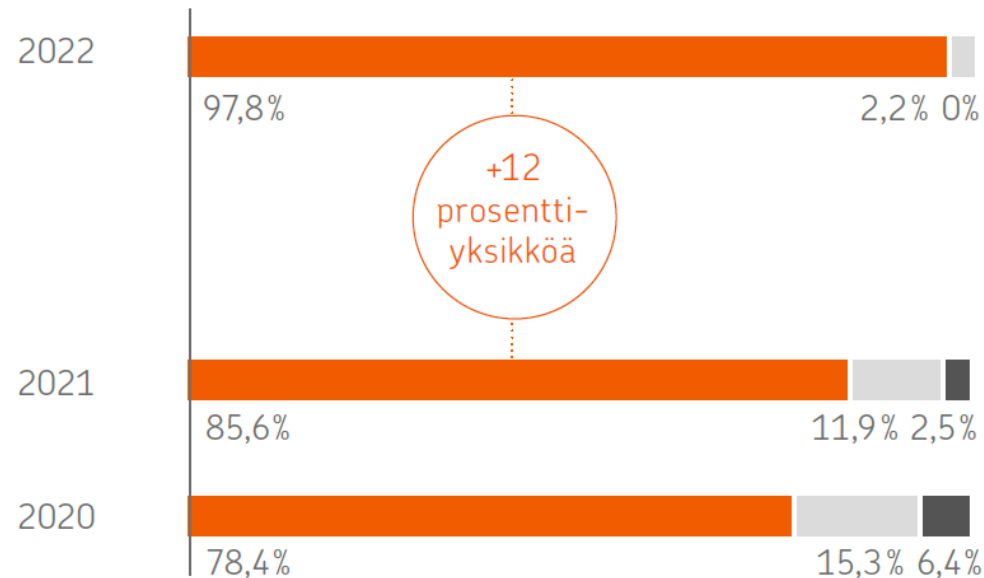
The rules of co-opetition

(Brandenburger & Nalebuff)

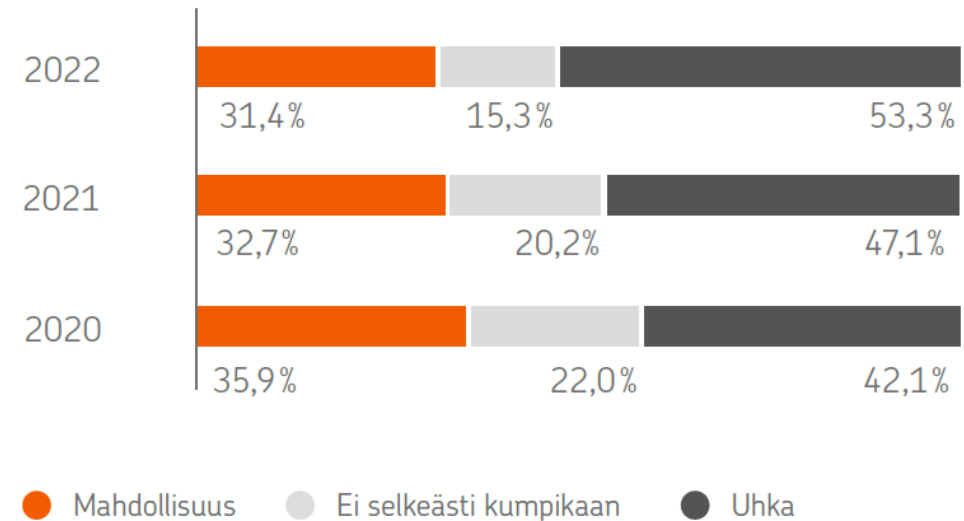
3. One party has a strong competitive advantage, and sharing only heightens it; even so, less-powerful parties are willing to cooperate. Amazon gives rival sellers on Amazon Marketplace access to its customers and warehouses
4. One party shares its secret sauce to reach another's customer base, even though doing so carries risks for both parties. We saw this dynamic when Samsung shared its high-end screen with Apple. Google and Yahoo provide another example

Niukkuuden aika (Suuryritystutkimus)

Toimialallamme on työnantajien kesken kova taistelu hyvistä tekijöistä ja erikoisosaajista



Miten työnantajien taistelu hyvistä tekijöistä näyttäytyy yrityksellemme

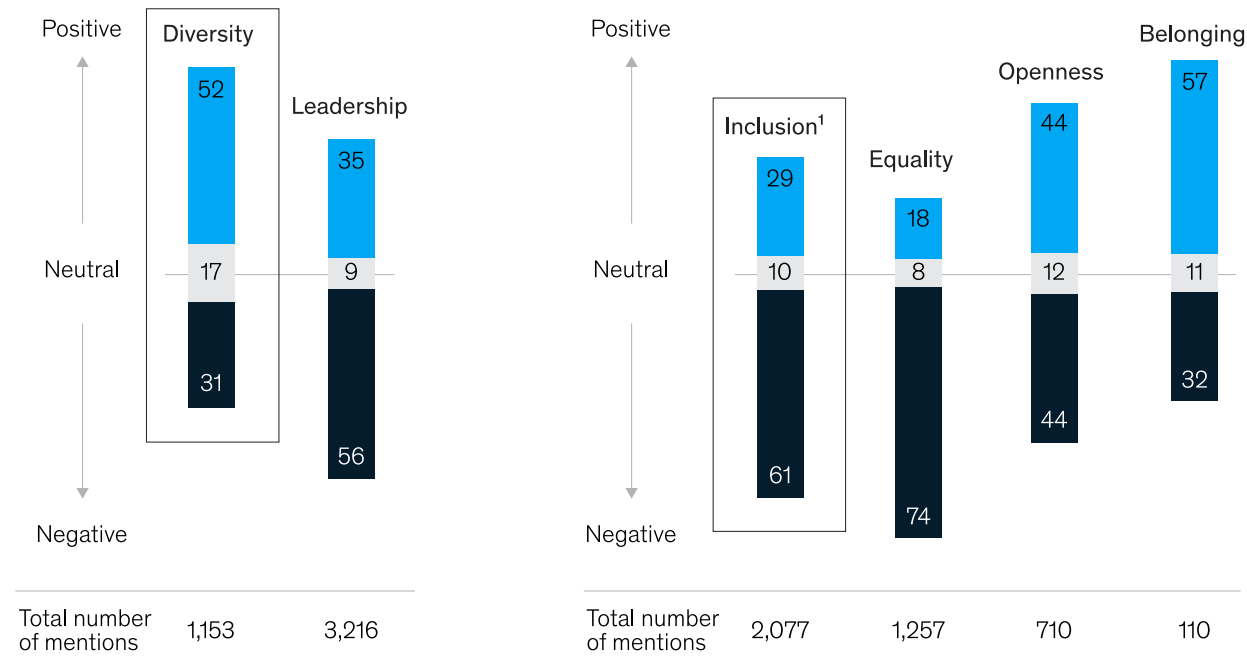


● Samaa mieltä ● Neutraali ● Eri mieltä

Moninaisuus hallitaan – osallistaminen uupuu (Dixon-Fyle & Dolan & Hunt & Prince)

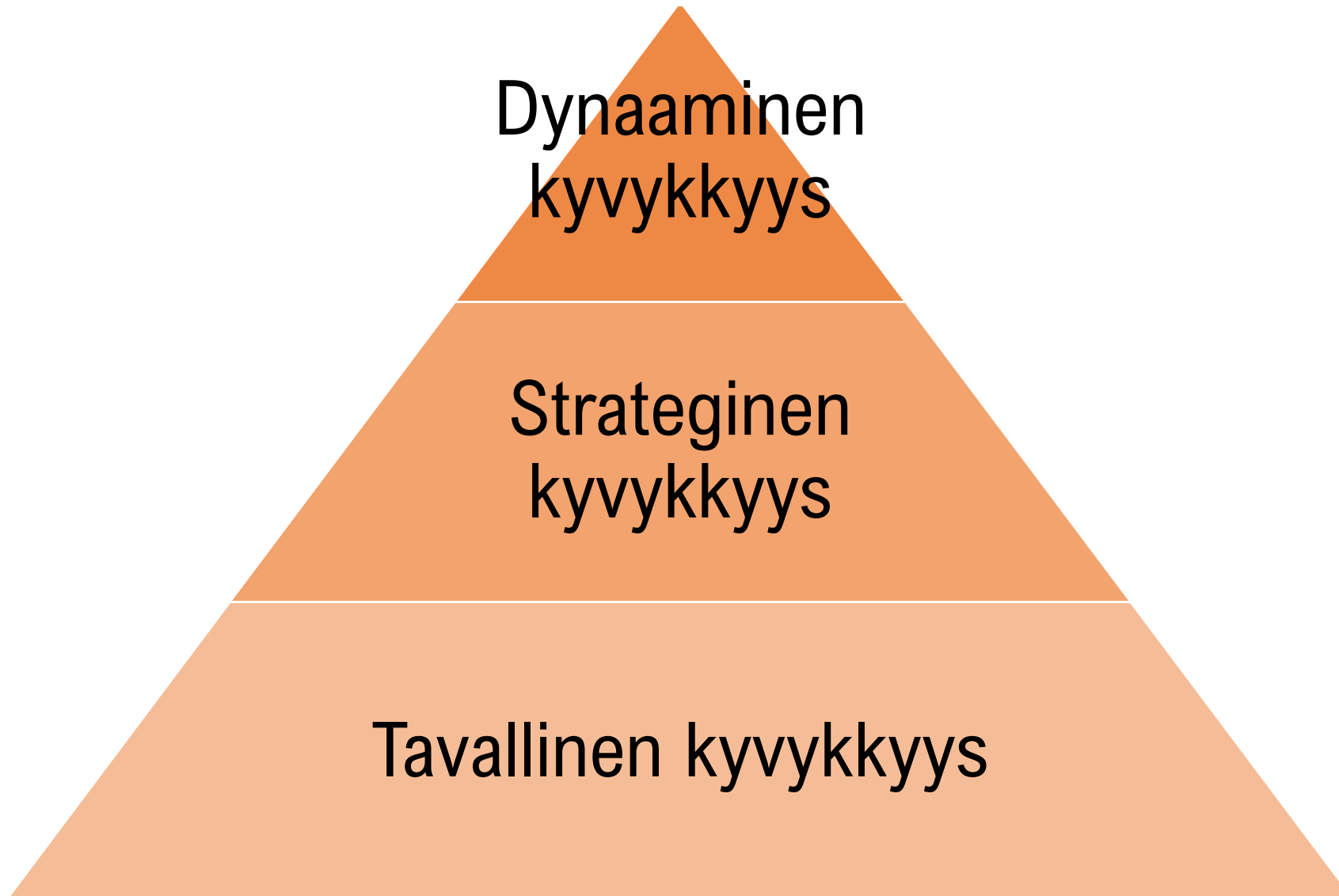
Overall sentiment on diversity was more positive than negative, but sentiment on inclusion was markedly worse.

Sentiment on diversity and inclusion, %



KYVYKKYYKSISTÄ KILPAILUEDUKSI

Kyvykkyys > Kompetenssi





SUHDANNEKIMMOISUUS JA ANSAINNAN ERILAISET TUKIJALAT

Toisiaan kompensoivat sisäänrakennetut logiikat

Kaupasta palveluun Projektista tilaukseen

Tuuppauksen (nudging) logiikka (Thaler)

Tuuppaus suostuttelee asiakasta ja synnyttää kannustimia hänelle itselleen edullisiin ja samalla organisaatiolle edullisiin valintoihin

Tuuppaus ei koskaan käske tai vetoa pakkoon

Hyvä tuuppaus myös muistuttaa onnistumisesta



KESKUSTELUA