

COMPROMISE THEORY: UTILITY AND RISKS MODEL, HEURISTIC SOLUTIONS, CONSEQUENCE PREDICTION

The article shows the necessity of both rational and heuristic behavior while preparation and decision-making. Compromise behavior theory has been developed on the basis of: utility and risks model under the antagonistic uncertainty; consideration of preferences of a decision-making person; consequences of a decision prediction method.

The first stage represents the utility and risks model. This is a curve showing development of a logistic type for wins and losses. It is sufficiently allowed for the simultaneous counteraction of factors in favor and against the goal achievement.

The second stage is heuristic. It reflects preferences of a decision-making person under the conditions of his natural concerned attitude towards the anticipated wins and losses. The distinct level of uncertainty in the initial data leads to unlike consideration of behavior of a decision-making person while building the utility and risks function.

The third stage is a prediction of consequences of the decision made. The basis for prediction of achievement probabilities for a desired wins value and losses value are the results of a business game.