

# FTG Summer School 2019 Ambiguity Aversion

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## Plan



- 1. Ellsberg paradox.
- 2. Common theoretical approaches to ambiguity aversion.
  - Maxmin expected utility: Gilboa and Schmeidler (1989).
  - Smooth ambiguity aversion: Klibanoff, Marinacci, Mukherji (2005).
  - Multiplier preferences: Hansen and Sargent (2001).
- 3. Applications in finance.
  - Investment in risky assets: Dow and Werlang (1992).
  - Security design: (a) Malenko and Tsoy (2019).

(b) Lee and Rajan (2019).

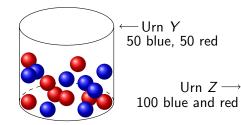
4. Conclusion.

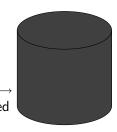
*Note*: Throughout the slides and the talk, I will focus on simplified versions of models. See the original papers for the full models.

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# Ellsberg Paradox: Ellsberg (1961)







- You win \$100 if a red ball is drawn, 0 if a blue ball is drawn.
  - Gamble A: Draw a ball from urn Y.
  - Gamble B: Draw a ball from urn Z.
- Which one do you choose?
  - Modal response:  $A \succ B$ .

- You win \$100 if a blue ball is drawn, 0 if a red ball is drawn.
  - Gamble C: Draw a ball from urn Y.
  - Gamble D: Draw a ball from urn Z.
- Which one do you choose?
  - Modal response:  $C \succ D$ .

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- ► The modal choices violate subjective expected utility.
- They indicate a preference for gambles with known probabilities over gambles with unknown probabilities.
  - A situation with unknown probabilities is known as a situation with *ambiguity* or *uncertainty*, sometimes Knightian uncertainty (Knight, 1921).
    - Aside: Term Knightian uncertainty is likely a misnomer (Machina and Siniscalchi, 2014).
  - Hence the term *ambiguity aversion*.

## Preliminaries



- State space S, outcome space  $\mathcal{X}$ .
  - In general, both are arbitrary.
  - For finance applications:
    - S depends on context; e.g., project cash flows / true value of asset.
    - $\mathcal{X}$  will be monetary outcome for agent.
- Objective (roulette) lottery / gamble  $\mathbf{P} = \{(x_i, p_i)\}_{i=1}^n$ .
- Subjective (horse) lottery f = {(x<sub>i</sub>, E<sub>i</sub>)}<sup>n</sup><sub>i=1</sub>, where {E<sub>i</sub>} is some partition over S.
- ▶ Bernoulli utility function  $u : \mathcal{X} \to \mathbb{R}$ .
- Von Neumann-Morgenstern utility function: objective probabilities. U(P) = ∫<sub>X</sub> u(x)p(x)dx.
- Expected utility of gamble f with belief distribution  $\mu$ :  $W(f) = \int_{S} U(f(s)) d\mu(s).$ 
  - Here, f is in general a horse-roulette lottery; i.e., f(s) is a roulette lottery.

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Approach 1: Maxmin Expected Utility



► Gilboa and Schmeidler (1989).

- Let C be a closed, convex set of probability distributions on S.
  - Each element in C is a prior.
  - Agent is unable to form a single prior, so considers a set of multiple priors.
- A horse-roulette lottery *f* is evaluated as:

$$W(f) = \min_{\mu \in \mathcal{C}} \int U(f) d\mu.$$
 (1)

- In making a choice, the agent maximizes W; hence MEU.
  - Agent exhibits extreme pessimism: behaves as if the worst case scenario will occur.

## Application to Ellsworth Paradox



- Let  $S = \{s_b, s_r\}$ , where  $s_b(s_r)$  denotes draw of a blue (red) ball from urn Z.
  - Each belief µ ∈ ΔS can be parameterized by p(µ), the probability of a blue ball.

► Let 
$$C = \{\mu \in \Delta(S) \mid \mu(s_b) = \frac{k}{100} \text{ for } k \in \{0, 1, \cdots, 100\}; \\ \mu(s_r) = 1 - \mu(s_b)\}.$$

- Consider the value of gambles B and D. Denote u<sub>1</sub> = u(100) and u<sub>0</sub> = u(0).
   W(B) = min<sub>µ∈C</sub> {p(µ)u<sub>1</sub> + (1 − p(µ))u<sub>0</sub>} = u<sub>0</sub>.
   W(D) = min<sub>µ∈C</sub> {pu<sub>0</sub> + (1 − p)u<sub>1</sub>} = u<sub>0</sub>.
- In each case, this is less than 0.5u<sub>1</sub> + 0.5u<sub>0</sub> = value of gambles A, C.

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Someone must have run the portfolio experiment by now.

► We'll draw two balls with replacement from each urn.

- Ball 1: You win \$100 if red, 0 if blue.
- Ball 2: You win 0 if blue, 100 if red.

Is there still a preference for urn Y? Do multiple priors have bite here?

# Approach 2: Smooth Ambiguity Aversion

- Klibanoff, Marinacci, and Mukherji (2005).
- The agent has a:
  - Set of multiple priors, C.
  - Second-order belief, M, over C.
  - Second-order utility function  $\phi : \mathbb{R} \to \mathbb{R}$  that represents attitude toward uncertainty.
- A horse-roulette lottery *f* is evaulated as:

$$W(f) = \int_{\mathcal{C}} \phi \Big( \int U(f) d\mu \Big) dM(\mu).$$
 (2)

As usual, the agent maximizes W.

- Agent is ambiguity averse/neutral/loving if φ is concave/linear/convex.
- Concave \u03c6 has the same effect as overweighting pessimistic scenarios and underweighting optimistic ones.

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## Application to Ellsworth Paradox



- Let C = {µ | p(µ) = 0, 0.5, 1}. Let M be the uniform distribution over C.
- Consider gamble *B*. Denote  $u_1 = u(100)$  and  $u_0 = u(0)$ .

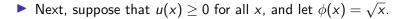
$$U(B,p) = pu_1 + (1-p)u_0.$$

Suppose first that  $\phi(x) = x$ . Then,

$$W(B) = 0.5u_1 + 0.5u_0 = W(A).$$

Similarly,  $W(C) = W(D) = 0.5(u_1 + u_0)$ .

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• Then, 
$$W(A) = W(C) = \sqrt{0.5u_1 + 0.5u_0}$$
.

### Here,

$$egin{array}{rcl} W(B) = W(D) &=& rac{1}{3} \Big( \sqrt{u_1} + \sqrt{0.5 u_1 + 0.5 u_0} + \sqrt{u_0} \Big) \ &<& \sqrt{0.5 u_1 + 0.5 u_0}. \end{array}$$

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## Where does the set of priors come from?

- ► Takes the Bayesian question to another philosophical level.
- Perhaps even more difficult, as a Bayesian prior can sometimes be obtained from past data.
- Depends on context and application.

# Approach 3: Multiplier Preferences



- First, consider variational preferences.
   Maccheroni, Marinacci and Rustichini (2006).
- Suppose all beliefs in  $\Delta(S)$  are permissible. Then,

$$W(f) = \min_{\mu \in \Delta(S)} \left( \int U(f) d\mu + c(\mu) \right).$$
 (3)

Here,  $c(\mu)$  is a cost associated with choosing the prior  $\mu$ . As usual, the agent maximizes W.

E.g., suppose:

$$oldsymbol{c}(\mu) = \left\{egin{array}{cc} 0 & ext{if } \mu \in \mathcal{C} \ \infty & ext{if } \mu 
ot\in \mathcal{C}. \end{array}
ight.$$

Then, we recover Maxmin Expected Utility.

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Approach 3: Multiplier Preferences, contd.



Hansen and Sargent (2001).

Let c(μ) = θR(μ||μ\*), where θ ≥ 0 is a parameter and R is the relative entropy (or Kullback-Leibler divergence) of μ w.r.t. reference measure μ\*.

$$R(\mu||\mu^*) = \int \Big( \ln rac{d\mu}{d\mu^*} \Big) d\mu$$

if  $\mu$  is absolutely continuous w.r.t.  $\mu^*,$  and  $R(\mu||\mu^*)=\infty$  otherwise.

▶ Interpretation: Agent has reference measure  $\mu^*$  in mind. Due to uncertainty, the agent allows themselves to evaluate a gamble according to some  $\mu \neq \mu^*$ , but imposes a penalty on themselves for departing far from  $\mu^*$ .

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Multiplier Preferences, contd.



• As  $\theta$  becomes large,  $\mu$  must get closer to  $\mu^*$ .

- $\theta \to \infty$ : We recover expected utility  $(\mu = \mu^*)$ .
- Finite θ: agent is more pessimistic than reference measure would require.
- $\theta \to 0$ : We recover MEU with  $\mathcal{C} = \Delta(S)$ .
- With the Hansen-Sargent formulation, it turns out that

$$W(f) = \min_{\mu \in \Delta(S)} \left( \int U(f) d\mu + \theta R(\mu || \mu^*) \right)$$
$$= -\theta \ln \left\{ \int \exp\left( -\frac{U(f)}{\theta} \right) d\mu^* \right\}$$
(4)

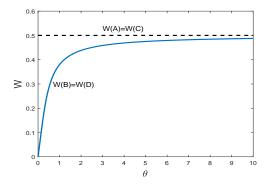
See Dupuis and Ellis (1997), Proposition 1.4.2.

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## Application to Ellsworth Paradox

- Suppose the agent is risk-neutral, with  $u(x) = \frac{x}{100}$ . Then,  $u_1 = 1$  and  $u_0 = 0$ . Hence, W(A) = W(C) = 0.5.
- Set the reference measure  $\mu^*$  to have mass 0.5 on each of  $s_b, s_r$ .

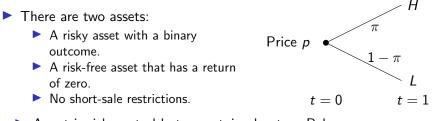
• Then,  $W(B) = W(D) = -\theta \ln\{0.5(1 + \exp^{-\frac{1}{\theta}})\} < 0.5.$ 



Application 1: Investment in Risky Assets

Dow and Werlang (1992).

lnvestor at date 0 has cash W to invest until t = 1.



Agent is risk-neutral but uncertain about π. Behaves according to MEU.

• Set of priors = 
$$[\pi_1, \pi_2]$$
.

## Non-participation



## Proposition

Suppose  $\pi_1 < \frac{p-L}{H-L} < \pi_2$ . Then, an ambiguity-averse, risk-neutral agent prefers to hold the riskless asset.

Outline of proof:

- The agent behaves according to MEU.
- So, for each action they may take, find the most pessimistic belief.
- Suppose the agent buys 1 unit of the risky asset.
  - What is the most pessimistic belief? What is the agent's payoff?
- Suppose the agent sells 1 unit of the risky asset.
  - What is the most pessimistic belief? What is the agent's payoff?

Hence, we have non-participation: the agent holds only the riskless asset.

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## **Risk Aversion**



## Proposition

An ambiguity-neutral agent who is either risk-averse or risk-neutral takes a non-zero position in the risky asset unless  $\pi = \frac{p-L}{H-L}$ . <u>Proof</u>: Standard.

- Important to draw the distinction with risk-aversion. Empirically challenging to distinguish effects of ambiguity-aversion from risk-aversion.
- Ambiguity aversion creates an inertia zone, or a "status quo bias."
  - Has been used to explain the endowment effect.
  - Perhaps explains managerial inertia w.r.t. new projects.

## Participation: Portfolio Effects



- Wang and Uppal (2003): Ambiguity aversion leads to optimal under-diversification.
  - Investors uncertain about return process for asset.
  - ► Excessive ambiguity about an asset → inertia w.r.t. that asset.
  - Heterogeneous ambiguity across assets under-diversification.
- Hirshleifer, Huang, and Teoh (2019): Suitably-designed index recovers participation.
  - Investors are uncertain about noisy supply in a rational expectations model.
  - Value-weighted index leads to under-diversification.
  - Index that depends on variance of supply shocks leads to same outcome as in model without uncertainty.
- Easley and O'Hara (2009): Regulation can shrink the set of priors and increase participation.

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Application 2a: Security Design with Adverse Selection fu

- Entrepreneur with wealth W > 0 has a project that requires investment K > W at time 0.
  - Must raise I = K W from external financiers, issues a financial claim (security) to investors.
- At time 1, project pays a cash flow  $z \in \{z_0, z_1, z_2\}$ , where  $z_0 = 0 < z_1 < z_2$ . Security is denoted  $s = (s_0, s_1, s_2)$ .
- The cash flow density is  $f = (f_0, f_1, f_2)$ .
- Issuer can have multiple types, each with its own f.
- Type is privately-known to issuer. So, choice of security can signal issuer type.
- Similar setting as Myers and Majluf (1984) pecking order.
  - See Nachman and Noe (1994).
  - Suppose we restrict entrepreneur to debt or equity. Which one emerges depends on the likelihood ratio across states.

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# Ambiguity Aversion



Malenko and Tsoy (2019).

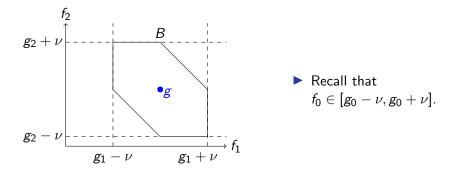
- lnvestor is risk-neutral, but is uncertain about cash flow density  $f = (f_0, f_1, f_2)$ .
- Investors is ambiguity-averse, and behaves according to MEU.
- Investor has base density g in mind. Their initial set of priors, or the "uncertainty set" is

$$B = \{f \in \Delta(Z) \mid |f_i - g_i| \le \nu \text{ for all } i\}.$$

B doubles as the set of entrepreneur types.

# Uncertainty





- ▶ Issuer designs a financial security  $s = (s_0, s_1, s_2)$ .
- Limited liability:  $0 \le s_i \le z_i$  for all cash flow states *i*.
- Monotonicity:  $s_i$  and  $z_i s_i$  are both weakly increasing in *i*.

## Stages in the Game



## Signaling game:

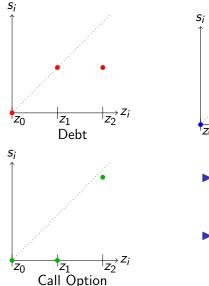
- 1. Each type  $f \in B$  chooses whether to offer a security. If they want to offer one, they design a security *s*.
- 2. Investors update beliefs given s to some set B(s).
- 3. Investors ascribe a value to security s equal to  $P(s) = \min_{f \in B(s)} E_f s.$
- If P(s) ≥ I, investors buy the security and pay I at time 0. Entrepreneur invests W of own money + I from investors, starts project.

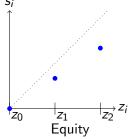
If P(s) < I, investors do not buy the security. Project not undertaken. Entrepreneur's payoff is W, investors get 0.

A critical step above is determining B(s). What is the set of beliefs investors can have given s?

# Securities







- Model allows securities to be very general, as long as limited liability and monotonicity are satisfied.
- Given risk-neutrality of all parties, why is it not enough to look at extreme securities (debt and call)?

# First Thoughts

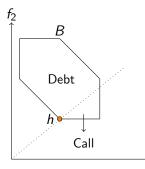


- If beliefs can lie anywhere in B, we get either debt or call as the optimal security.
- Let  $h = \arg \min_{f \in B} \{f_1 + f_2\}$ .

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## Proposition

Suppose that B(s) = B for all s. Then, the optimal security is debt if  $\frac{f_2}{f_1} > \frac{h_2}{h_1}$  and a call option if  $\frac{f_2}{f_1} < \frac{h_2}{h_1}$ .



- Pick f in debt region. Suppose entrepreneur deviates and offers call.
- Increase  $s_1$  by  $\epsilon$ , reduce  $s_2$  by  $\frac{h_1}{h_2}\epsilon$ .
- Investor is indifferent. As  $\frac{f_2}{f_1} > \frac{h_2}{h_1}$ , entrepreneur strictly gains.
- Argument holds for any non-debt security.
- Similar argument for call region.

## Justifiable Beliefs



 Refinement akin to the Cho-Kreps Intuitive Criterion for Bayesian games.

## Definition

Fix an equilibrium with an offered security set  $S^*$ . Let  $U^*(f)$  be the utility of issuer type f, where

$$U^*(f) = \begin{cases} E_f - s^*(f) & \text{if } s^*(f) \in \mathcal{S}^*(f) \\ W & \text{otherwise.} \end{cases}$$

For each s, B(s) is justifiable if  $B(s) = \{f \in B \mid E_f[z - s] \ge U^*(f)\}$  whenever this set is non-empty, with B(s) = B if the set is empty.

That is, B(s) should only include those types who can weakly gain from offering s instead of s\*(f).

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## Lemma

If  $E_f z < K$ , then  $f \notin B(s)$ .

<u>Proof</u>: Suppose type f issues a security which is purchased by investors.

It must be that  $E_f s \ge I$ . Hence,  $E_f z - E_f s < K - I = W$ . So issuer is better off holding on to their cash W.

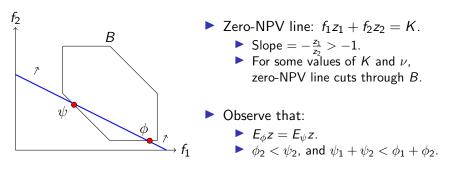
Implication: For each s, B(s) must exclude all negative NPV types.

## Restrictions on Beliefs



Suppose  $\nu$  is high, so *B* is large.

Suppose K is in an intermediate zone: Some types have positive NPV projects, others have negative NPV ones.



# Optimality of Equity



### Define:

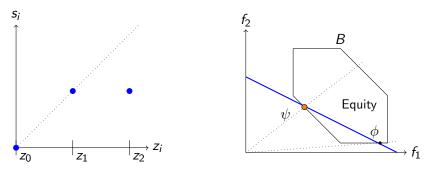
## Proposition

Suppose B includes both positive and negative NPV types. Then, for all  $f \in B_+$  such that  $\frac{\phi_2}{\phi_1} < \frac{f_2}{f_1} < \frac{\psi_2}{\psi_1}$ , equity is the uniquely optimal security.

Let's go through the intuition for the proof.

## Pessimistic Beliefs: Debt





• Recall that  $\psi_1 + \psi_2 < \phi_1 + \phi_2$ .

Hence, most pessimistic belief for a debt contract is ψ.

▶ Pick *f* in the equity region. Suppose the entrepreneur deviates and offers debt. Reduce  $s_1$  by  $\epsilon$ , and increase  $s_2$  by  $\frac{\psi_1}{dv_2}\epsilon$ .

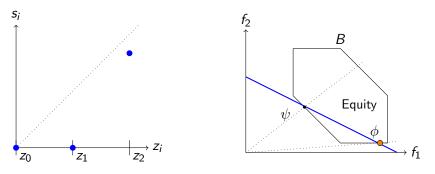
Investor is indifferent, so still invests.

- Entrepreneur is strictly better off, as  $\frac{f_2}{f_1} < \frac{\psi_2}{\psi_1}$ .
- Argument holds for any strictly concave security.

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# Pessimistic Beliefs: Call Option





• Recall that  $\phi_2 < \psi_2$ .

• Hence, most pessimistic belief for a call option is  $\phi$ .

▶ Pick *f* in the equity region. Suppose the entrepreneur deviates and offers a call. Reduce  $s_2$  by  $\epsilon$ , and increase  $s_1$  by  $\frac{\phi_2}{\phi_2}\epsilon$ .

Investor is indifferent, so still invests.

- Entrepreneur is strictly better off, as  $\frac{f_2}{f_1} > \frac{\phi_2}{\phi_1}$ .
- Argument holds for any strictly convex security.

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Application 2b: Security Design with Moral Hazard



- ▶ Recall Innes (1990).
- Penniless entrepreneur needs to raise / from investors for a project.
- Entrepreneur, investors both risk-neutral. Both protected by limited liability.
- Entrepreneur can incur effort e at convex cost c(e).
  - Effort not contractible, so we have a moral hazard problem.
- Innes (1990):
  - Optimal financial contract is "live-or-die." Investors receive all cash below some threshold x̂; entrepreneur receives all cash above this threshold.
  - With monotonicity, optimal financial contract is debt.
- So why does practically every VC contract have an equity component?

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- Lee and Rajan (2019): Innes-type setting with entrepreneur, investors both ambiguity-averse.
  - Recall Knight (1921) was about entrepreneurs.
- Use the Hansen-Sargent (2001) multiplier preferences approach.
- Both investors and entrepreneur behave as CARA-utility maximizers.
  - linvestors have parameter  $\theta_I$ , entrepreneur  $\theta_E$ .

## Contracting Problem



 Objective Function: Maximize [value of own stake to E – effort cost]

• 
$$V_E(r,a) = -\theta_E \ln \int_X e^{-\frac{x-r(x)}{\theta_E}} f(x \mid a) - \psi(a).$$

- E's IC constraint: Given E's share, action a maximizes V<sub>E</sub>. Assume first-order approach is valid; replace with corresponding first-order condition.
- ▶ *I's IR constraint*: For any constant *z*,  $V_I(z) = z$ . So we can write the IR constraint as

$$V_I(r,a) = -\theta_I \ln \int_X e^{-\frac{r(x)}{\theta_I}} f(x \mid a) \ge I.$$

## Contracting Problem



Transform problem to get rid of pesky log terms.

$$\begin{aligned} \min_{r(x),a} & e^{\frac{\psi(a)}{\theta_E}} \left( \int_X e^{-\frac{x-r(x)}{\theta_E}} f(x \mid a) dx \right) \\ \text{subject to:} \quad (\mathsf{IR}) & \int_X e^{-\frac{r(x)}{\theta_I}} f(x \mid a) dx \leq e^{-\frac{l}{\theta_I}} \\ (\mathsf{IC}) & \int_X e^{-\frac{x-r(x)}{\theta_E}} f_a(x \mid a) dx + \frac{\psi'(a)}{\theta_E} \int_X e^{-\frac{x-r(x)}{\theta_E}} f(x \mid a) dx = 0 \\ (\mathsf{LL}) & 0 \leq r(x) \leq x \text{ for all } x. \end{aligned}$$

## First-best Contract



 Consider first-best outcome in which IR constraint binds. Assume there is no moral hazard. Ignore IC constraint.

Write down the Lagrangian, solve.

## Proposition

In the solution to the first-best problem, the optimal security satisfies

$$r_f(x) = \min\left\{x, \left(\frac{\theta_I}{\theta_I + \theta_E}x + \frac{\theta_I\theta_E}{\theta_I + \theta_E}\left(\ln\frac{\lambda_f\theta_E}{\theta_I} - \ln e^{\frac{\psi(a_f)}{\theta_E}}\right)\right)^+\right\}.$$
 (5)

# Ambiguity Aversion or Risk Aversion?



- Results so far similar to those implied by risk aversion for I, E
  - Can interpret multiplier preferences with risk-neutrality as providing a foundation for CARA utility.
- But the interpretation under ambiguity aversion is quite different.
- E.g., consider a firm evolving through time. Amount of uncertainty reduces as firm grows.
- Variational preferences have another form, *constraint preferences*, in which θ is the shadow price of uncertainty faced by the agent.
  - Here, a reduction in uncertainty corresponds to a fall in  $\theta$ .
  - In the multiplier preference formulation, this is equivalent to a reduction in ambiguity aversion.
    - There is no particular reason for risk aversion coefficients through change over time.

# Stage Financing



• Extend the model by another period.

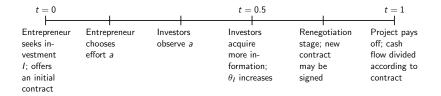
- Initial security issued at time 0. Entrepreneur provides effort at this point.
- 2. Between time 0 and time 1, more information arrives, so  $\theta_E$ ,  $\theta_I$  change.
- 3. Also assume that information about time 0 effort is revealed. (As in Hermalin and Katz, 1991).
- 4. I, E renegotiate to new security at time 1.

What do the time 0 and time 1 securities look like?



## Initially, assume new information is acquired only by investors.

So,  $\theta_I$  increases but  $\theta_E$  stays the same.



## Renegotiation Stage



- There are two sources of gains to trade at the renegotiation stage:
  - 1. Usual idea that after effort is sunk, no need to provide incentives.
  - 2. Change in uncertainty implies first-best contract has changed.
- We follow the approach in Dewatripont, Legros, Matthews (2003).
  - Assume that the entrepreneur has all the bargaining power at this stage. (Consistent with objective function at time 0).
  - Entrepreneur makes a take-it-or-leave-it offer to investors. Investors can reject/accept.
  - Because E has all the bargaining power, investors are held down to their reservation utility at the renegotiation stage.
  - If renegotiation breaks down, the old contract is still valid.

# Optimal Contract with Renegotiation



## Proposition

Suppose the initial contract too must satisfy limited liability. Then, the optimal initial security is risky debt with a suitably chosen face value  $D^*$ , so that  $r_0^*(x) = \min\{x, D^*\}$ . Further,

- (i) At the renegotiation stage, the initial security is renegotiated to an efficient piecewise-linear ambiguity-sharing security, given  $\theta_E$  and  $\theta_{l1}$ .
- (ii) The entrepreneur's effort  $a^*$  is strictly lower than in the first-best problem given  $\theta_E$  and  $\theta_{I1}$ .
  - Initial contract is risky debt. Dewatripont, Legros, and Matthews (2003).
  - After renegotiation, resulting contract has efficient ambiguity-sharing, which in our model implies a substantial equity component.

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Some Other Applications of Ambiguity Aversion



- Contracting: See Kellner (2015, 2017); Miao and Rivera (2016).
  - Tournament schemes are optimal.
  - Agent's IR constraint may not bind.
- Corporate control: Dicks and Fulghieri (2015):
  - Ambiguity aversion leads to disagreement between insider and outsiders.
  - Creates need for governance.
  - Find that weakly governed firms should optimally be opaque.
- Corporate control: Garlappi, Giammarino, and Lazrak (2017):
  - Interpret multiple priors as different beliefs held by different members of (e.g.) a corporate board.
  - Group decision-making leads to dynamic inconsistency.

- 1. Ambiguity aversion is a robust behavioral phenomenon.
  - Repeatedly demonstrated in the lab.
- 2. Yet, in many applications, it is hard to demonstrate that ambiguity aversion is of first-order importance.
  - One problem is that often, the implications of a model with ambiguity aversion are similar to a model with risk aversion or with heterogenous beliefs (a rather vexing identification problem).

## Future Outlook



Try to find settings in which ambiguity aversion and risk aversion have different implications.

- E.g., Lee and Rivera (2019): Dynamic model, with manager ambiguity-averse about firm's future cash flows.
  - Microfounds extrapolation bias.
  - Manager has an incentive to pay out and refinance at lower thresholds when ambiguity increases. An increase in risk has the opposite effect.
- Try to empirically show importance of ambiguity.
  - Hard (perhaps impossible?) to measure ambiguity.
  - Perhaps can find situations in which we can plausibly argue that the extent of ambiguity has changed. A sort of comparative statics exercise.