



# **Experimentelle Untersuchungen zur Erwartungsnutzentheorie - Das Allais Paradoxon (German Edition)**

*Robert Groh*

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Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Controlling, Note: 1,3, Universität Stuttgart (BWI), Sprache: Deutsch, Abstract: Entscheidungssituationen begegnen uns Tag für Tag unter zahlreichen, verschiedenen Umständen. Oft sind diese nicht sicher, sondern mit Risiko behaftet. In der Regel sind die Menschen bestrebt ihre Entscheidung so zu treffen, dass sie einen größtmöglichen Nutzen daraus ziehen. Da eine richtige rationale Entscheidung oft von vielen Faktoren abhängig ist, die uns überfordern kann, wurden zahlreiche Theorien zur Entscheidungshilfe entwickelt. Im Zusammenhang mit Entscheidungssituationen unter Risiko beschäftigen wir uns in dieser Arbeit einerseits mit dem dazu in den fünfziger Jahren entwickelten Erwartungsnutzenkalkül und andererseits mit einer klassischen Entscheidungsanomalie: dem Allais Paradoxon. Wir bedienen uns dabei der Idee eines Lotteriebeispiels, in dem unsere Entscheidungen unser komplettes Leben verändern könnten. Inhalt und Ziel dieser Arbeit.

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