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attitudes and behavior among managers against the background of conceptions of risk derived from theories of choice. We conclude that managers take risks and exhibit risk preferences, but the processes that generate those observables are somewhat removed from the classical processes of choosing from among alternative actions in terms

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so identify who your best-existing risk takers are and encourage them to take smart risks. The more people modeling smart risk-taking behavior, the ...

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mutual fund accounts to assess household risk-taking.² We find that the

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typical millennial household takes substantial equity risk, allocating on the order of 90% of portfolio assets to equity markets (Figure 1).³ This level of risk-taking is consistent with certain professional portfolio recommendations, such as the glide path of

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entrepreneurial orientation and leadership theories have been used to explain the positive relation between risk taking and innovation. From an employee perspective, creativity theory suggests that a risk-taking climate helps to explain innovative behaviors.

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outcomes.

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you move up the hierarchy, while upper level managers feel that risk taking is important and want to encourage

March & Shapira - Managerial Perspectives on Risk

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