

Séminaire FDD-FiME

Principal-agent problem with McKean-Vlasov dynamics and its connections

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1 Motivation and Presentation

- Contract theory: Principal–Agent problems
- Contract theory: Principal with n agents

2 Limit problems and convergence results

- Reformulation and convergence
- Principal–Agent with McKean–Vlasov dynamics
- Conclusion

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Contract theory: Principal-Agent problems

Principal with 1 Agent Principal delegates decision-making authority/tasks to the Agent who acts on the Principal's behalf

Typical example: Owner of a firm (**Principal**) hires a manager (**Agent**) who will be in charge of the day to day activities

Problem **Principal** and **Agent** may have objectives that are not align

Goal Design the right incentives for both parties

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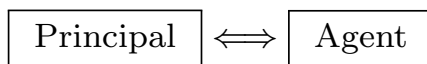
Mechanism

1-**Principal** suggests a contract to the **Agent**

2-From this contract, **Principal** estimates the best response from the **Agent**

3-**Principal** designs the best contract that aligns with her own interest given the best response from the **Agent**

→ Stackelberg type equilibrium



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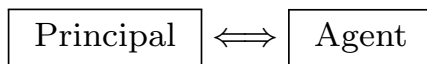
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→ **Stackelberg type equilibrium**



Literature Holmström and Milgrom (1987), Schättler and Sung (1993, 1997), Sung (1995), Y. Sannikov (2008, 2013), N. Williams (2008), Cvitanic and Zhang (2012), Cvitanic, Possamai and Touzi (2015, 2017), ...

→ Classical Principal–Agent problem

Contract for the Agent $\mathfrak{C} = \xi$,

$$\xi : C([0, T]; \mathbb{R}) \rightarrow \mathbb{E}.$$

The contracts are only depending of the production of the agent X^α (moral hazard)

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Agent's problem Given $\mathfrak{C} = \xi$ and control $\alpha : [0, T] \times C([0, T]; \mathbb{R}) \rightarrow A$, let X^α be a process representing the production satisfying (in a weak sense):

$$dX_t^\alpha = b(t, X_t^\alpha, \alpha(t, X^\alpha)) dt + dW_t.$$

The goal is to find $\alpha^* \in \operatorname{argmax}_\alpha J_A^\mathfrak{C}(\alpha)$ where $J_A^\mathfrak{C}(\alpha) := \mathbb{E} \left[U_A(\xi(X^\alpha)) - \int_0^T \frac{1}{2} |\alpha(t, X^\alpha)|^2 dt \right]$

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Principal's problem The goal is to find $\mathfrak{C}^* \in \operatorname{argmax}_\mathfrak{C} J_P^{\alpha^*}(\mathfrak{C})$ where $\alpha^* \in \operatorname{argmax}_\alpha J_A^\mathfrak{C}(\alpha)$, $J_A^\mathfrak{C}(\alpha) \geq R_0$ and

$$J_P^{\alpha^*}(\mathfrak{C}) := \mathbb{E} \left[X_T^{\alpha^*} - \xi(X^{\alpha^*}) \right].$$

Contract theory: Principal–Agent problems→ Principal–Agent problem with McKean–Vlasov dynamicsContract $\mathfrak{C} = \xi$,

$$\xi : C([0, T]; \mathbb{R}) \times \mathcal{P}_2(C([0, T]; \mathbb{R})) \rightarrow \mathbb{E}$$

Agent's problem Given \mathfrak{C} and control

$$\alpha : [0, T] \times C([0, T]; \mathbb{R}) \rightarrow A.$$

Let X^α be the process representing the production satisfying

$$dX_t^\alpha = b\left(t, X_t^\alpha, \mu_t^\alpha, \alpha(t, X^\alpha)\right) dt + dW_t, \quad \mu_t^\alpha = \mathcal{L}(X_t^\alpha).$$

The reward of the agent is given by $J_A^\mathfrak{C}(\alpha) := \mathbb{E}\left[U_A\left(\xi\left(X^\alpha, \mathcal{L}(X^\alpha)\right)\right) - \int_0^T \frac{1}{2}|\alpha(t, X^\alpha)|^2 dt\right]$.Principal's problem The goal is to find $\mathfrak{C}^* \in \operatorname{argmax}_{\mathfrak{C}} J_P^{\mathfrak{C}^*}(\mathfrak{C})$ where $\alpha^* \in \operatorname{argmax}_{\alpha} J_A^\mathfrak{C}(\alpha)$, $J_A^\mathfrak{C}(\alpha) \geq R_0$ and

$$J_P^\mathfrak{C}(\mathfrak{C}) := \mathbb{E}\left[X_T^\alpha - \xi\left(X^\alpha, \mathcal{L}(X^\alpha)\right)\right].$$

Difference with the classical setting

- Measure dependence in the contract i.e. $\xi(X^\alpha) \rightarrow \xi\left(X^\alpha, \mathcal{L}(X^\alpha)\right)$
- The coefficients **may also depend** on the measure

Contract theory: Principal-Agent problems

→ Resolution of the classical setting

Resolution of the agent's problem → through BSDE (Cvitanić, Possamai and Touzi (2015, 2017))

Let $(t, x, e, z) \mapsto \hat{\alpha}(t, x, z) \in A$ the **unique maximizer** of

$$a \mapsto b(t, x, a)z - \frac{1}{2}a^2 =: h(t, x, z, a) \text{ and } (\hat{b}, \hat{h})(t, x, z) := (b, h)(t, x, z, \hat{\alpha}(t, x, z)).$$

Given a contract ξ , the unique optimal control is given by $\hat{\alpha}(t, X_t, Z_t)$ where:

$$dX_t = \hat{b}(t, X_t, Z_t)dt + dW_t \text{ and } Y. = U_A(\xi(X)) - \int_0^T \frac{1}{2}\hat{\alpha}(t, X_t, Z_t)^2 dt + \int_0^T Z_t dW_t$$

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Idea of the proof: By Girsanov's Theorem, $\mathbb{P} \circ (X^\alpha) = \mathbb{P}^\alpha \circ (X)^{-1}$ and $W^\alpha = W - \int_0^\cdot \psi_t dt$ is a \mathbb{P}^α -Brownian motion where $d\mathbb{P}^\alpha := L_T d\mathbb{P}$, with $\frac{dL_t}{L_t} = \psi_t dW_t$ and $\psi_t := \hat{b}(t, X_t, Z_t) - b(t, X_t, \alpha(t, X))$,

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$$\begin{aligned} J_A^\xi(\alpha) &= \mathbb{E}^{\mathbb{P}^\alpha} \left[U_A(\xi(X)) - \int_0^T \frac{1}{2} |\alpha(t, X)|^2 dt \right] = \mathbb{E}^{\mathbb{P}^\alpha} \left[Y_T - \int_0^T \frac{1}{2} |\alpha(t, X)|^2 dt \right] \\ &= \mathbb{E}^{\mathbb{P}^\alpha} \left[Y_0 + \int_0^T h(t, X_t, Z_t, \alpha(t, X)) - h(t, X_t, Z_t, \hat{\alpha}(t, X_t, Z_t)) dt \right] \\ &\leq \mathbb{E}^{\mathbb{P}^\alpha} [Y_0] = \mathbb{E}^{\mathbb{P}} [Y_0] = \mathbb{E}^{\mathbb{P}} \left[U_A(\xi(X)) - \int_0^T \frac{1}{2} |\hat{\alpha}(t, X_t, Z_t)|^2 dt \right] = J_A^\xi(\hat{\alpha}). \end{aligned}$$

Contract theory: Principal–Agent problems

→ Resolution of the classical setting

Principal's problem → through stochastic control theory with two states variables: **production** and **continuation utility**

For any $Z_t = \gamma(t, X)$ where X satisfies

$$dX_t = \widehat{b}(t, X_t, Z_t)dt + dW_t \quad (1)$$

with the right integrability conditions, $U_A^{-1}(Y_T)$ is a contract where

$$Y. = Y_0 + \int_0^\cdot \widehat{h}(t, X_t, Z_t) dt - \int_0^\cdot Z_t dX_t \quad (2)$$

and $\widehat{\alpha}(t, X_t, Z_t)$ is an optimal control for the agent's problem for the contract $U_A^{-1}(Y_T)$, then

$$\mathbb{E} \left[X_T - U_A^{-1}(Y_T) \right] \leq \sup_{\mathfrak{C}, \alpha^*} J_P^{\alpha^*}(\mathfrak{C}).$$

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Conversely, we have seen that, for any contract ξ , there exists (X, Y, Z) verifying (1) and (2) with $Y_T = U_A(\xi(X))$ and $Z_t \widehat{\in} \sigma(X_s : s \leq t)$ and the unique optimal control is $\alpha^* = \widehat{\alpha}$, then

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$$\sup_{\mathfrak{C}, \alpha^*} J_P^{\alpha^*}(\mathfrak{C}) \leq \sup_Z \mathbb{E} \left[X_T - U_A^{-1}(Y_T) \right].$$

$$\rightarrow \sup_{\mathfrak{C}, \alpha^*} J_P^{\alpha^*}(\mathfrak{C}) = \sup_Z \mathbb{E} \left[X_T - U_A^{-1}(Y_T) \right]$$

→ Stochastic control problem with control of the diffusion coefficient through $\int_0^T Z_t dW_t$!

Main problems

- The approach by DPP of (Cvitanić, Possamai and Touzi (2015, 2017)) failed i.e. we cannot apply Girsanov Theorem

$$\mathbb{P} \circ (X^\alpha) \neq \mathbb{P}^\alpha \circ (X)^{-1}.$$

- As usual, we only want ξ to be measurable in space i.e. for each m , $x \mapsto \xi(x, m)$ is just measurable

→ The Principal–Agent problem with McKean–Vlasov dynamics is actually the limit, when n goes to infinity, of a problem with Principal with n Agent.

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Problem

- Dependencies and interactions between Agents

→ Decisions of one Agent may affect the incentives or outcomes of the other Agents leading to coordination problem

- What best response from the n Agents means
- The situation is s.t n is very large

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Typical examples: **Government** (principal) and **Population** (agents), **Tech company** like Google, Facebook (Principal) and **content creators** (agents), **fast food company** like McDonald's (Principal) and **franchisees** (agents).

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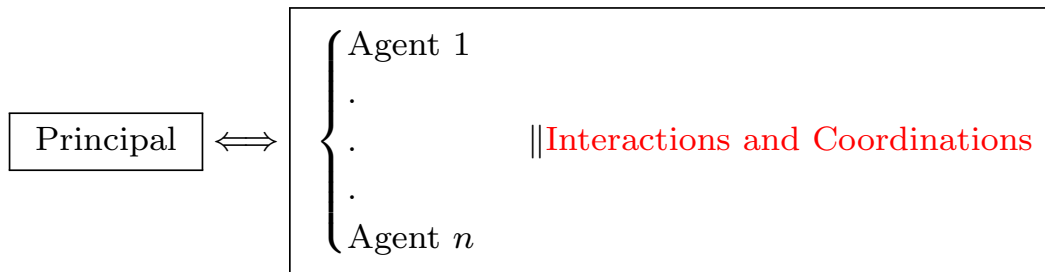
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Mechanism

- 1 Principal offers contracts
- 2 Estimates the best response from the n Agents
- 3 Choosing the best possible contract



Contract for n agents $\mathfrak{C}^n = \xi^n$,

$$\xi^n : C([0, T]; \mathbb{R})^n \rightarrow \mathbb{E}$$

Agents' problem Given \mathfrak{C}^n and n controls $\alpha = (\alpha^{1,n}, \dots, \alpha^{n,n})$,

$$\alpha^{i,n} : [0, T] \times C([0, T]; \mathbb{R})^n \rightarrow A.$$

Let $\mathbf{X}^\alpha = (X^{\alpha,1}, \dots, X^{\alpha,n})$ be the processes representing the productions satisfying

$$dX_t^{\alpha,i} = b\left(t, X_t^{\alpha,i}, \mu_t^n, \alpha^{i,n}(t, \mathbf{X}^\alpha)\right) dt + dW_t^i, \quad \mu_t^n = \frac{1}{n} \sum_{i=1}^n \delta_{X_t^{\alpha,i}}.$$

Reward of agent i , $J_{n,i}^{\mathfrak{C}^n}(\alpha) := \mathbb{E} \left[R_{n,i}^{\mathfrak{C}^n}(\alpha^n) \right]$, $R_{n,i}^{\mathfrak{C}^n}(\alpha^n) := U_A(\xi^n(\mathbf{X}^\alpha)) - \int_0^T \frac{1}{2} |\alpha^{i,n}(t, \mathbf{X}^\alpha)|^2 dt$

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→ Meaning of best response

- Pareto Equilibrium Given $\mathfrak{C}^n = \xi^n$, $\alpha = (\alpha^1, \dots, \alpha^n)$ is an Pareto equilibrium

$$\frac{1}{n} \sum_{i=1}^n J_{n,i}^{\mathfrak{C}^n}(\alpha) = \sup_{(\beta^1, \dots, \beta^n)} \frac{1}{n} \sum_{i=1}^n J_{n,i}^{\mathfrak{C}^n}(\beta^1, \dots, \beta^n).$$

→ Cooperative equilibrium, $\text{PE}[\mathfrak{C}^n] := \{ \text{All Pareto equilibria } \alpha \text{ associated to } \mathfrak{C}^n \}$

- Nash equilibrium Given $\mathfrak{C}^n = \xi^n$, $\alpha = (\alpha^1, \dots, \alpha^n)$ is a Nash equilibrium

$$J_{n,i}^{\mathfrak{C}^n}(\alpha) \geq \sup_{\beta} J_{n,i}^{\mathfrak{C}^n}(\alpha^1, \dots, \alpha^{i-1}, \beta, \alpha^{i+1}, \dots, \alpha^n) \text{ for all } 1 \leq i \leq n.$$

→ Competitive equilibrium, $\text{NE}[\mathfrak{C}^n] := \{ \text{All Nash equilibria } \alpha \text{ associated to } \mathfrak{C}^n \}$

Principal's problem Given $\alpha \in \text{PE}[\mathfrak{C}^n]$ or $\text{NE}[\mathfrak{C}^n]$ s.t. $\mathbb{E} \left[\frac{1}{n} \sum_{i=1}^n R_{n,i}^{\mathfrak{C}^n}(\alpha^n) | \mathbf{X}_0 \right] \geq R_0$, Principal's reward

$$J_n^\alpha(\mathfrak{C}^n) := \mathbb{E} \left[\frac{1}{n} \sum_{i=1}^n \left(X_T^{\alpha,i} - \xi^n(\mathbf{X}^\alpha) \right) \right] \text{ and } V_n := \sup_{\mathfrak{C}^n} \sup_{\alpha^n} J_n^{\alpha^n}(\mathfrak{C}^n).$$

We use V_n^{NE} for Nash equilibrium and V_n for Pareto equilibrium.

→ Competitive agents

Literature only [solves the limit problem \implies optimal contract $\mathfrak{C}^{\star,\infty}$] for competitive agents (Nash equilibrium)

Carmona and Wang (2018), Élie, Mastrolia, and Possamai (2019), Élie, Hubert, Mastrolia, and Possamai (2021), ...

General characterization in D. “Stackelberg Mean Field Games: convergence and existence results to the problem of Principal with multiple Agents in competition” (2023), <https://arxiv.org/abs/2309.00640>.

→ Competitive agents

The limit problem is

$$V_P^{\text{NE}} := \sup_{\mathfrak{C}} \sup_{\alpha \in \text{MFG}[\mathfrak{C}], J_A^{\mathfrak{C}}(\alpha) \geq R_0} J_P^{\mathfrak{C}}(\alpha) \text{ with } J_P^{\mathfrak{C}}(\alpha) := \mathbb{E}[X_T^\alpha - \xi(\mu)] \quad (3)$$

where α belongs to $\text{MFG}[\mathfrak{C}]$ if (representative agent problem)

$$J_A^{\mathfrak{C}}(\alpha) \geq J_A^{\mathfrak{C}}(\beta), \text{ for any } \beta \text{ with } J_A^{\mathfrak{C}}(\beta) := \mathbb{E} \left[U_A(\xi(\mu)) - \int_0^T \frac{1}{2} \beta(t, X^\beta)^2 dt \right]$$

μ , W and X_0 are independent, and

$$dX_t^\beta = b \left(t, X_t^\beta, \mu_t, \beta(t, X_t^\beta, \mu) \right) dt + dW_t \text{ with } \mu_t = \mathcal{L}(X_t^\alpha | \mu).$$

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Theorem (D. (2023)) Under some conditions, we have $\lim_{n \rightarrow \infty} V_n^{\text{NE}} = V_P^{\text{NE}}$.

→ The cooperative case creates completely different difficulties !

- “Advantage” of competitive case A Nash equilibrium effect → when one player deviates, this has a “negligible” effect on the contract
- In cooperative case, we have no longer one deviation but potentially many !

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Reformulation and convergence

We introduce, for $\mathbf{Z} = (Z^{1,n}, \dots, Z^{n,n})$,

$$\hat{J}_n(\mathbf{Z}) := \mathbb{E} \left[\frac{1}{n} \sum_{i=1}^n X_T^{i,\mathbf{Z}} - U_A^{-1} \left(Y_T^{n,\mathbf{Z}} \right) \right]$$

with for each $1 \leq i \leq n$, $X^{i,\mathbf{Z}} := X^{i,n}$, $Y^{n,\mathbf{Z}} := Y^n$, $Y_0^n \geq R$,

$$dY_t^n = \frac{1}{n} \sum_{i=1}^n \left| \hat{\alpha} \left(t, X_t^{i,n}, nZ_t^{i,n} \right) \right|^2 dt + \sum_{i=1}^n Z_t^{i,n} dW_t^i$$

and $dX_t^{i,n} = \hat{b} \left(t, X_t^{i,n}, nZ_t^{i,n} \right) dt + dW_t^i$. and

$$\hat{V}_n := \sup_{\mathbf{Z}} \hat{J}_n(\mathbf{Z})$$

By using similar arguments as in the one dimensional case, we have

Theorem With some integrability conditions and assumptions over b and U_A ,

$$V_n = \hat{V}_n$$

Reformulation and convergence

Using the coercivity of the criterium, we can let $n \rightarrow \infty$ and we find that: any \mathbf{Z} close to the optimal of the problem \widehat{V}_n satisfies:

$$\sup_{n \geq 1} \mathbb{E} \left[\frac{1}{n} \sum_{i=1}^n \int_0^T |n Z_t^{i,n}|^2 dt \right] < \infty \text{ and } \lim_{n \rightarrow \infty} \sum_{i=1}^n \int_0^T Z_t^{i,n} dW_t^i = 0 \text{ in } \mathbb{L}^2.$$

→ Example: $-U_A^{-1}(y) \leq -y$ and $b(t, x, a) = a$. We can then characterize the limit

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⇒ The limit problem is then a **McKean–Vlasov control problem** with the law of the control.

⇒ **No control** in the diffusion coefficient

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Principal-Agent with McKean-Vlasov dynamics

Contract $\mathfrak{C} = \xi$, with $\bar{\xi}(m) := U_A^{-1} \left(\int_{C([0,T];\mathbb{R})} \xi(x, m) m(dx) \right)$

$$\xi : C([0, T]; \mathbb{R}) \times \mathcal{P}_2(C([0, T]; \mathbb{R})) \rightarrow \mathbb{E}$$

Agent's problem Given \mathfrak{C} and control

$$\alpha : [0, T] \times C([0, T]; \mathbb{R}) \rightarrow A.$$

Let X^α be the process representing the production satisfying

$$dX_t^\alpha = b(t, X_t^\alpha, \mu_t^\alpha, \alpha(t, X^\alpha)) dt + dW_t, \quad J_A^\mathfrak{C}(\alpha) := \mathbb{E} \left[U_A \left(\bar{\xi}(\mathcal{L}(X^\alpha)) \right) - \int_0^T \frac{1}{2} |\alpha(t, X^\alpha)|^2 dt \right].$$

Theorem (D. (2024)) Given \mathfrak{C} , for any α , there exists Γ verifying

$$J_A^\mathfrak{C}(\alpha) \leq \sup_{\alpha'} J_A^\mathfrak{C}(\alpha') + \mathbb{E} \left[\int_0^T \int_{\mathbb{R}} h(t, X_t^\alpha, \mu_t^\alpha, z, \alpha(t, X^\alpha)) - \hat{h}(t, X_t^\alpha, \mu_t^\alpha, z) \Gamma(t, X^\alpha)(dz) dt \right].$$

→ If α is optimal, there exists γ s.t. $dt \otimes d\mathbb{P}$ -a.e.

$$\alpha(t, X^\alpha) = \hat{\alpha}(t, X_t^\alpha, \mu_t^\alpha, \gamma(t, X^\alpha))$$

Principal's problem We recall that, given $\alpha \in \text{PE}[\mathfrak{C}]$ s.t. $J_A^{\mathfrak{C}}(\alpha) \geq R_0$, Principal's reward

$$J^\alpha(\mathfrak{C}) := \mathbb{E} \left[X_T^\alpha - \bar{\xi}(\mathcal{L}(X^\alpha)) \right] \text{ and } V := \sup_{\mathfrak{C}} \sup_{\alpha \in \text{PE}[\mathfrak{C}]} J^\alpha(\mathfrak{C}).$$

given $\alpha \in \text{PE}[\mathfrak{C}]$ i.e. optimal, there exists γ s.t.

$$\alpha(t, X^\alpha) = \hat{\alpha}(t, X_t^\alpha, \mu_t^\alpha, \gamma(t, X^\alpha)) \text{ for some } \gamma$$

Theorem (D. (2024)) Under some conditions over the coefficients (b, U_A) ,

$$U_P(V) = \hat{V} = \lim_{n \rightarrow \infty} V_n.$$

Recall that

$$\hat{V} := \sup_{\gamma} \hat{J}(\gamma) \text{ with } \hat{J}(\gamma) := \mathbb{E} \left[X_T^\gamma - U_A^{-1} (Y_T^\gamma) \right].$$

where $dX_t = \hat{b}(t, X_t, \gamma(t, X_t)) dt + dW_t$ and $Y^\gamma := Y_0 + \mathbb{E} \left[\int_0^\cdot \frac{1}{2} |\hat{\alpha}(t, X_t, \gamma(t, X_t))|^2 dt \right]$.

→ Construction of optimal contract from \widehat{V}

Let γ and $Y_0(\geq R)$ be optimal for \widehat{V} verifying: with $U_t = X_0 + W_t$,

$$\mathbb{E} \left[\exp \left(\int_0^T a |\gamma(t, U_t)|^2 dt \right) \right] < \infty, \text{ for each } a \geq 0. \quad (4)$$

The optimal contract is given by

$$U_A \left(\bar{\xi}(\bar{\mu}) \right) := \mathbb{E} \left[\underbrace{Y_0 - \int_0^T \widehat{h}(t, X_t, \mu_t, \gamma(t, X_t)) dt + \int_0^T \gamma(t, X_t) dX_t}_{\xi(X, \bar{\mu})} \right]$$

$\forall X$ s.t. $\mathcal{L}(X) = \bar{\mu}$, $\mu = (\mathcal{L}(X_t))_{t \in [0, T]}$, X is a semi-martingale s.t. $\int_0^T \gamma(t, X_t)^2 d\langle X \rangle_t < \infty$ a.e.

The optimal control of the problem of the agent is given by $(t, x) \mapsto \widehat{\alpha}(t, x_t, \mu_t^{\widehat{\alpha}}, \gamma(t, x_t))$

A toy model

The agent is facing the problem: with $dX_t^\alpha = \left(\alpha(t, X^\alpha) + \bar{\kappa} \mathbb{E} [b(X_t^\alpha)] \right) dt + dW_t$,

$$\sup_{\alpha} \mathbb{E} \left[\xi(\mathcal{L}(X^\alpha)) - \frac{1}{2} \int_0^T |\alpha(t, X^\alpha)|^2 dt \right]$$

where b is given by $b(x) = -\bar{b} \vee (\bar{b} \wedge x)$ with $\bar{b} > 0$ very large. The Principal is then trying to solve

$$V_P = \sup_{\xi} \sup_{\alpha \in \text{PE}[\mathfrak{C}]} \mathbb{E} [X_T^\alpha - \xi(\mathcal{L}(X^\alpha))].$$

Let us define $\hat{\gamma}(t, x) := e^{\bar{k}(T-t)}$, $\alpha^*(t, x) = e^{\bar{k}(T-t)}$, and the contract $\mathfrak{C} := \xi$, for any α

$$\xi(\mathcal{L}(X^\alpha)) := \mathbb{E} \left[R - \int_0^T \frac{1}{2} |\hat{\gamma}_t|^2 + \bar{\kappa} \mathbb{E} [b(X_t^\alpha)] dt + \int_0^T \hat{\gamma}_t dX_t^\alpha \right].$$

Theorem (D. (2024)) There exists a positive constant C independent \bar{b} s.t.

$$V_P - J_P^{\hat{\alpha}}(\mathfrak{C}) \leq C \bar{b}^{-1}$$

and $J_n^{\hat{\alpha}^n}(\mathfrak{C}^n) = \mathbb{E} \left[-R + e^{\bar{k}T} \mathbb{E} [X_0] + \frac{1}{2} \int_0^T |\hat{\gamma}_t|^2 dt \right].$

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- What happens when there is a **common noise** impacting all the agents .
→ **McKean–Vlasov control problem with control of volatility**. Indeed, we end up with

$$dY_t^n = \frac{1}{n} \sum_{i=1}^n \left| \hat{\alpha} \left(t, X_t^{i,n}, nZ_t^{i,n} \right) \right|^2 dt + \sum_{i=1}^n Z_t^{i,n} dW_t^i + \underbrace{\sum_{i=1}^n Z_t^{i,n} dW_t^0}_{\text{common noise part}}$$

- What happens if the Principal does not know completely if the agents are in **competition** or in **cooperation** i.e. unknown parameter representing the belief of the Principal of the state of cooperation or not of the agents
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- Many more ...

THANK YOU FOR YOUR ATTENTION