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*The Face of Misconduct: An Expectancy Violations Perspective
on CEO Facial Features and Media Engagement with
Corporate Wrongdoing*

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Abstract

We examine the microfoundational origins of media engagement (i.e., attention and opinion) with corporate wrongdoing. Drawing on Expectancy Violations Theory and the nascent literature on CEO visual imagery, we argue that firms led by less dominant CEOs, evidenced by their facial width-to-height ratio (fWHR), invite greater attention and more negative opinions from the media in the aftermath of wrongdoing. Our findings based on a sample of corporate wrongdoings of US firms from 2005-2015 support our model. We discuss implications for theory and practice.

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Time: 14:30~16:00
Venue: Faculty of Business Administration, E22-2013

A Short Biography of Dr. Jun GU

Jun is a Senior Lecturer and the co-director of both the Leadership Research Group and the China Research Group in Monash Business School, Monash University. His research interests include ethics, leadership, negotiation, and diversity. His work has appeared in journals such as Journal of Organizational Behavior, Journal of Experimental Psychology, General, Journal of Experimental Social Psychology, Urban Studies and Journal of Business Ethics.

ALL ARE WELCOME!