

**The Research Centre of the School of Economics and Business**  
cordially invites you to a research seminar  
on **Wednesday, 20<sup>th</sup> October 2021**  
at **11:00 CEST** via platform **Zoom**

Author:

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will present the article:

## **How CEO Personality and Media Coverage Affect Product Recall Decisions**

We examine the role of CEO personality in product recalls. We argue that more neurotic CEOs resolve uncertainty around quality defects in ways that are more likely to find social approval – by being vigilant and recalling products more quickly. We further propose that CEO agreeableness positively and recent CEO media tenor negatively moderate this relationship because they determine how important social approval is for the CEO and how high the CEO's social approval was before the recall. Analyses of more than 1,500 recalls in the medical industry provide support for our hypotheses. We contribute by theorizing and testing a model linking CEO neuroticism with time-to-recall, contextualizing this relationship with theoretically motivated moderators, and demonstrating that multiple personality traits jointly affect an executive's actions.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1190>

by Tuesday, 19<sup>th</sup> October 2021.

Access details will be sent prior to the event.

**We look forward to seeing you!**