

# CEO BEHAVIORAL INTEGRITY, AUDITOR RESPONSES & FIRM OUTCOMES

WE STUDIED THIS TO ANSWER THE QUESTION: "DOES IT MATTER?"

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HOW DO I DEFINE & MEASURE IT??

AUDITORS

STAKEHOLDERS

EMPLOYEES

I SET THE TONE AT THE TOP!

INTEGRITY

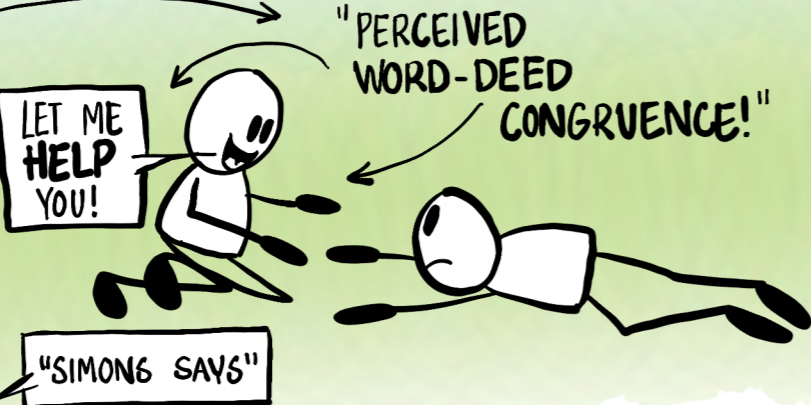
CREATIVITY

GLOBAL THINKING

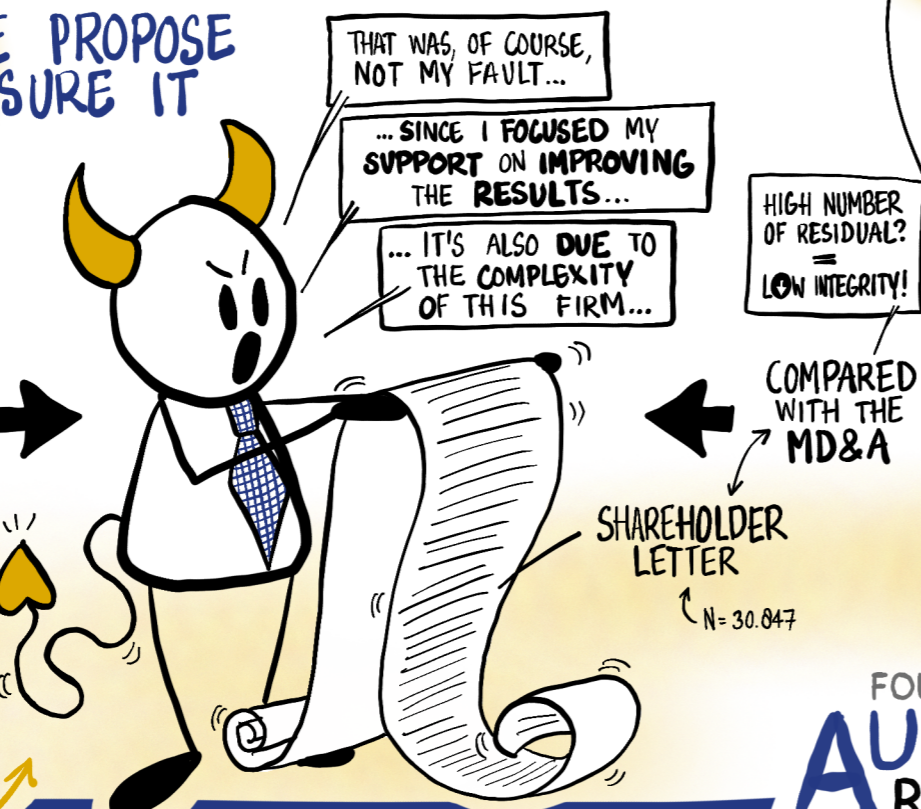
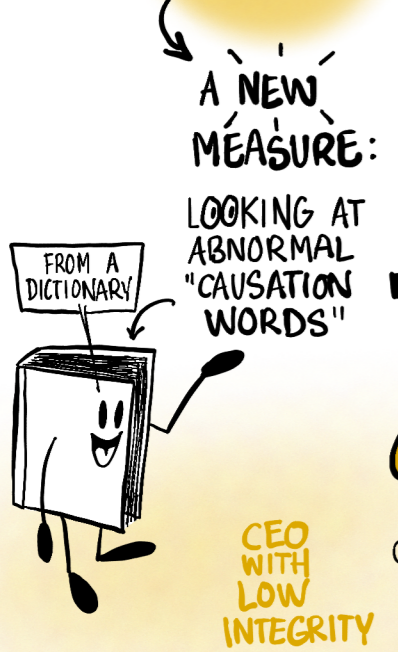


## HOW WE DEFINE INTEGRITY:

"CEOs WITH HIGH BEHAVIORAL INTEGRITY ARE MORE TRUSTWORTHY & THUS NEED FEWER EXPLANATIONS TO JUSTIFY / EXPLAIN THEIR BEHAVIOR"



## HOW WE PROPOSE TO MEASURE IT



## WHAT FALSIFIABLE HYPOTHESES DO WE USE TO ANSWER: "DOES IT MATTER?"

