

## College of Business Academic Seminar Series

Speaker



### Thrown Under the Bus: The Signaling Role of CMO Dismissal and its Effect on Firm Value

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#### Description:

Due to the relatively recent inclusion in the c-suite of the chief marketing officer (CMO), scholars and practitioners question the CMO's influence on firm performance. The goal of this study is to investigate the impact of CMO dismissal on the firm's financial performance. Drawing upon market signal and contingency theories, the study finds evidence for the positive effect of involuntary CMO departure on the firm's net market value and finds a firm's profitability moderates this effect such that the impact of CMO dismissal is larger for less profitable firms. The findings offer contributions on CMO influence, providing a needed perspective on the extent to which market constituents outside the firm perceive the value of a CMO.



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12:00 - 01:00 PM



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