

Looks matter in the boardroom: study

April 28, 2010

Becoming a corporate CEO is supposed to involve hard work, long hours and business acumen.

It also often requires a solid jaw line and small, piercing eyes, according to a new research study from three finance professors at Duke University.

Titled A Corporate Beauty Contest, the study asked nearly 2000 people, mostly college and graduate school students, to rate the facial traits of corporate CEOs alongside non-CEOs and the heads of smaller companies. The results suggest that looks do indeed matter in corporate boardrooms.

"Our results suggest that CEOs who look competent have higher pay, but their companies do not necessarily do better," said Manju Puri, who wrote the study along with fellow Fuqua School of Business finance professors Campbell Harvey and John Graham. "So that should be a matter of concern."

Those deemed less competent tended to be baby-faced with large round eyes, high eyebrows and a small chin.

"People tend to rate such people as being more likable, more warm, more trustworthy, but less competent," Puri said.

AP

Poll: Do looks matter in the boardroom?

Poll form

- Yes.
 No.

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Yes.

70%

No.

30%

Total votes: 129.

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Poll closed 30 Apr, 2010

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Do looks matter in the office? A US study says so.