

## **INFLUENCE OF CEO CHARACTERISTICS ON INNOVATION BEHAVIOR – A QUANTITATIVE ANALYSIS**

The thesis examines the interaction between CEO traits, specifically extraversion and openness to experience, and their consequential influence on employee innovation performance within organizations. Using a methodical online survey, participants from a variety of industries, each with direct interactions with CEOs, provided critical insights. The results show that such leadership characteristics can effectively foster a culture of innovation. Both theoretically enlightening and practically informative, this research offers a deeper understanding of how visionary leadership traits and their tangible impact on employee innovation combine to shape modern business dynamics.