

## **Abstract**

The current study aims to analyze the impact of CEO attributes on the performance of firms. There is scarce literature on the impact of CEO ownership, CEO financial qualification on the firm value. Moreover, the study aims to find out the moderating role of Corporate Social Responsibility Disclosure (CSR D) in the nexus between CEO attributes and firm value. The sample consists of manufacturing firms registered at Pakistan Stock Exchange (PSX) during the period 2013 to 2020. The data analysis technique employed in the study is multiple regression analysis. The results of the study suggest that CEO tenure has negative association with financial performance (FP). However, it has positive impact on market performance. CEO shareholding has positive and substantial impact on the financial as well as market performance of firms, which states that CEO ownership helps in bringing the interests of investors and CEO in one direction and reduce the asymmetry of information. CEO business qualification has significant negative association with FP of firms which shows that CEO's having business qualification are less risky strategies, avoid taking innovative steps, and focus on short term goals. However, it has positive effect on the market performance of organizations which show that CEOs with business qualification take better strategic decisions as compared to CEOs having qualification in other fields. With regard to moderating role of CSR D, it does not moderate the nexus between CEO attributes and firms' FP. However, it moderates the association among CEO attributes and market performance of firms'. These findings of the study provide guidance to the investors and policy makers regarding the importance of CEO attributes in the performance of organization which in turn helps in improving the performance of corporate sector of the country.

**Keywords:** CEO attributes, Firm Performance, ROA, ROE, Tobin's Q, Corporate Social Responsibility Disclosure and Pakistan Stock Exchange (PSX)