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Does Managerial Personality Matter? Evidence from Firms in Vietnam

Smriti Sharma , Finn Tarp

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## Highlights:

- Examine the role of owner/manager personality for SME outcomes in Vietnam
- Risk aversion predicts lower revenue and higher adoption of safety measures
- Innovativeness correlated with higher revenue and higher chance of innovation
- Internal locus of control predicts higher revenue, investment and innovation
- Traits correlate with outcomes differentially based on local business climate

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