

The Influence of CEO Facial Expressions on the Construction of Corporate Image

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Abstract. Recently, corporate executive officers (CEO) have been regarded as the decision makers or leaders of the company, and their image behaviour, and even facial expressions not only affect the public and investors' perception of the company but also influence the shaping of the corporate image to some extent. The purpose of this paper is to explore the relationship between CEO's facial expressions and corporate image shaping. Studying the impact of the CEO's facial expression on corporate image, it reveals the important role of the CEO as an important representative of corporate image in shaping corporate image. This thesis will analyse the existing research results through the methods of literature review and empirical research, and explore the role of the CEO's facial expression in shaping the outside world's impression, reputation, and brand image of the enterprise by observing and analysing the CEO's facial expression. It will also propose some practical suggestions based on relevant theories as well as guide companies on facial expression management, to help companies effectively use CEO facial expressions to shape their corporate image.

Keywords: CEO Facial Expressions, Trustworthiness, Corporate Image.

1. Introduction

Corporate image is the overall impression that the public creates in their minds for an enterprise through its various activities. In recent years, the importance of corporate image in market competition has become increasingly prominent. Corporate image not only affects consumers' perception and trust of the enterprise but also has an important impact on the market position and long-term development of the enterprise. Good corporate image can enhance brand value, consumers tend to choose the company with a good reputation or good reputation to provide services; it can also increase customer loyalty, and attract new customers and new investors, and so on. The role of the corporate executive officer (CEO) is often overlooked in the process of constructing a corporate image. The image and behaviour of the CEO, as the top manager of a company, directly affects the image shaping of the company and the public perception of the company. People will score the enterprise because of the image of a CEO's performance, for example, a kind-looking CEO and a serious and cold CEO, people will think that the former is more friendly, easy to approach, and more willing to believe that the former will provide a better service, and will unconsciously choose the former's company. Then, the entrepreneur is the soul of the enterprise, which has a far-reaching impact on the construction of corporate image and enterprise development.

In the Internet era, social media has gradually developed into a major channel and important force for communication between enterprises and audiences, and it is necessary to promote the in-depth integration of the dimensions of corporate image and the dimensions of entrepreneurial image construction [1]. Facial expression is a direct reflection of personal image, which can not only reflect the individual's external emotions and feelings but also reflect the individual's internal character, mental health, or trust. Learning to control and manage facial expressions in interpersonal interactions all contribute to a good image.

As an important tool for non-verbal communication, facial expressions can convey the emotions and attitudes of the CEO, thus affecting the public's perception of and trust in the company. At present, in the field of computers, the support of image recognition and other technologies can more accurately

identify and analyse facial expressions, for example, feature extraction and classification of face images, to achieve the recognition of a variety of expressions, and to analyse the emotions of a certain person who is happy, angry, sad, or frightened, and so on. It can be used in different scenarios, such as the criminal investigation field, through the recognition of facial expressions, deduce whether the criminal is lying, or company financial reports, the use of facial recognition technology to detect the company in the return of the financial situation, whether there is a lying behaviour, in the company's product launch, the CEO speech performance, language and emotion, but also show whether the new product is confident enough and so on. Image recognition and other technologies are used to manage the CEO's public expression management training, so that the CEO learns to control his facial expression, to avoid the CEO due to some personal emotions, such as anger or irritability, affecting the public's judgment of the company's image. the CEO needs to lead by example, to show the public a good image of his own, if the CEO's image is shown to be very affable and friendly, so that the public because of his If the CEO's image is very friendly and friendly, so that the public will choose this company because of him, then he can even be the spokesman for the company to enhance the company's image with his image.

However, in the current study, the understanding of the impact of CEO facial expressions on corporate image is still relatively limited. This study will adopt the methods of literature review and empirical research to investigate the impact of CEO facial expressions on a corporate image by collecting and analysing relevant literature. This thesis delves into the relationship between CEO facial expressions and corporate image shaping, specifically analysing the mechanism of action of facial expressions in shaping the corporate image. Through these studies, it is possible to gain an in-depth understanding of the mechanism of the influence of CEO facial expressions on corporate image and to improve the effective shaping of corporate image to gain an advantage in the fierce market competition. This research is important for understanding the process of constructing corporate image and improving the effectiveness of managing corporate image. The expected findings will help companies to better utilise CEO facial expressions to shape and manage their corporate image, thereby enhancing their competitiveness in market competition.

2. Literature Review and Hypothesis

2.1. Relationship Between the CEO and Corporate Image

Studies have found that there is an impact of the CEO's credibility (professionalism) on corporate image building. For example in the Richard Huaman-Ramirez and Dwight Merunka study a total of 260 participants who were aware of the CEO and the corresponding brand completed an online questionnaire in a cross-sectional study modeled using the structure of covariance [2]. The final findings indicate the existence of a relationship between the credibility (i.e., expertise, trustworthiness, attractiveness) of celebrity CEOs and their brand image (i.e., functional, sensory/visual), concluding that the expertise and attractiveness of celebrity CEOs are positively correlated with the functional and sensory/visual image of their brand [2]. Inside the organization is also part of shaping the corporate image, the CEO needs to show appropriate emotional expressions so that the employees or followers will trust the followers and better follow through with the image they want to portray [2]. Eugene's study extracted the results of an experimental survey of 266 Malaysian students, which illustrated that showing appropriate emotions enhances the perceptions of leaders (CEOs) by followers, employees, etc., and to increase the validity of their perceptions, leaders should show appropriate emotions and ensure that they are perceived as representative by their followers [3].

A study of the above literature shows that the facial expression of the CEO can have an impact on the mass followers' judgment of the CEO's credibility. The judgment of the mass of society on the corporate image is also affected by the credibility of the CEO. Therefore CEO's credibility will also have an impact on the shaping of corporate image.

2.2. Facial Expressions and Trustworthiness

In their study of the social function theory of emotions, Xiong Chengqing et al. argued that another person's facial expression on the one hand implies information about his or her personality traits [4]. On the one hand, another person's facial expression also affects the observer's perception of his or her social attitudes. For example, happy conveys a more positive social attitude than angry expressions [4]. In hypothesis 1 of this experiment: the happy expression of others induces the highest expectation of cooperation, 180 adult subjects were selected, of which 50 were in the happy group, and a one-way ANOVA was conducted on the scores of the assessment of opponents' facial expressions with facial expression as the independent variable, and it was found that: there was a significant main effect of between-groups on the score of the happy expression so that people in general trust more people who convey a positive social attitude [4]. Liu Chen et al. in a study about the influence of facial expressions on trustworthiness judgments found that people trust faces with happy expressions more and less than faces with angry expressions [5]. In Bian Xiaoyun's research experiment, Hypothesis 2: Subjects give more investment to happy faces compared to angry faces, the experiment needs 39 subjects. A total of 60 undergraduate and postgraduate students from a university were randomly selected and finally, 57 subjects were retained. An experimental program was prepared using E-prime 2.0 for presenting the stimuli and recording the behavioural data. The final results of the experiment demonstrated that there was more investment in happy faces (502.41 ± 24.26) than angry faces and a simple effects analysis showed that there was more investment in happy faces than angry faces regardless of whether the return on investment was twofold or sixfold [6]. It was verified that facial expressions influence individuals' trust judgment, trusting faces with happy expressions more than faces with angry expressions [6].

Both studies have shown that facial expressions affect people's judgment of an individual's trustworthiness. Both show that people trust happy expressions more than angry ones, believing that happy expressions convey positive social signals and that such people are more trustworthy. Combined with the arguments above, the research hypothesis can be formulated

H1: The CEO's positive facial expressions (confidence, smile, humour, etc.) indirectly affect (the CEO's credibility) and is conducive to the creation of a creditable and approachable corporate image of the company.

H2: The CEO's negative facial expressions (anger, sadness, anxiety, etc.) indirectly affect (CEO's credibility) is not conducive to the creation of a favourable corporate image of the company.

3. Empirical Research

3.1. Performance of the CEO Affects the Effectiveness of the Image Portrayed by the Firm

Firstly, there is an experiment that proves that a CEO's facial credibility affects corporate governance, this study constructs a proprietary facial credibility database for CEOs of US-listed companies by using a machine recognition facial feature point detection technique. Then, using a facial detector that follows the relevant literature in neuroscience and psychology to analyse the facial features of CEOs in photographs, a complete set of facial credibility measures is calculated from the data obtained. Finally, using regression analysis, it was concluded that there is a negative correlation between the intensity of board monitoring and the CEO's facial credibility, which suggests that board directors may incorporate the CEO's facial credibility into their monitoring decisions [7]. Corporate governance can also have an impact on internal image shaping. For example, employees' loyalty to a leader or whether they are convinced to be willing to follow that leader. Secondly, there is also research that demonstrates an interactive relationship between CEOs' credibility (expertise, attractiveness, etc.) and their brand image (i.e., functional, sensory/visual). In the experiment, 260 participants who were well aware of the corresponding CEO and their corresponding brand were selected to complete a questionnaire in a cross-sectional study. The results of the questionnaires were collected and statistically analysed using a covariance-constructed model, and finally, it was found

that the credibility of celebrity CEOs, among other things, was positively correlated with the image of their brands [2].

3.2. Facial Expressions Affect Judgments of Individual Trustworthiness

Firstly in an experiment using prisoners in a dilemma game, different facial expressions and emotions were compared on the degree of cooperation level. The result was that happy induced a better level of cooperation than angry expressions [4]. This suggests that happy conveys a more positive social attitude than angry emoticons, and is more willing to trust people who convey positive signals. In another experiment, the experimenter set up two different expressions and formulated a hypothesis that subjects invested more in the face of the happy expression compared to the face of the crying expression. Then in several iterations of the experiment, finally this hypothesis held and more people invested more trust in the happy faces [6].

3.3. Discussion

All of the above experiments can show that the individual's facial expression will produce the outside world for the individual's trust has a different degree of influence, positive expression is more likely to gain trust, but negative expression is not conducive to friendly intercourse with people in the experiment, anger and crying belong to the negative facial expression, belongs to the negative emotions, and happy face to get cooperation and investment compared to a lot less. CEO is the company's image of the external performance or spokesperson, the company's image cannot be shaped without the CEO's image, and the CEO's facial expression or behaviour in public will have an impact on the CEO's image. Employees and the public will re-evaluate the company's image because of the CEO's image, amicable or irritable image, then the CEO's facial expression is related to whether the company's image is set up reasonably. Assuming that a CEO shows anger in public, but the company's image is friendly and harmonious, then people will think about whether the company is in line with the idea of shaping and whether there are inconsistent behaviours in other aspects. Qualified CEOs can be the spokesperson for the deepening of the company's image, and CEOs need to learn facial expression management and use their charisma to assist in the shaping of the company's image. Then. Using facial emotion recognition technology for training, clarifying CEO what occasions to show the appropriate expression, learn excellent facial expression management CEO can show the public the best side, to assist in the deepening or enhancement of the company's image.

The planned experimental steps are as follows:

Data source: CEO-related videos on the company's official website, social media videos such as YouTube, image introduction on the company's official website, questionnaire statistics

Specific experiment: 10 CEOs are selected as research subjects, and the facial expressions of these CEOs on different occasions are video-recorded and presented to the participants in the form of video. At the same time, the corporate image of the CEO's company was presented to the audience. A questionnaire survey was conducted, using multiple choice and scoring, to compare whether the video viewer's perception of the image that the company originally wanted to portray after watching the video was affected by the CEO's facial expression (deepening the image or having a discrepancy in the image).

Corporate image assessment: assessment of corporate image from the customer's point of view, internal assessment of corporate image, assessment of corporate image from the public's point of view

4. Conclusion.

This study explored the impact of a CEO's facial expression on corporate image through the methods of literature review and empirical research. Through the comprehensive analysis of related studies, this paper draws the following conclusions: the image shaping of the enterprise is not an independent individual, it needs the mutual assistance of all aspects. the personal image of the CEO is one of the links in shaping the image of the enterprise. the CEO's facial expression will reflect the

CEO's image, and at the same time, the image of the enterprise is influenced by the CEO's image. A CEO who expresses positive emotions externally is more likely to gain the trust of the public than a CEO who is negative or angry. The former is more credible, and in turn believes that the company is also a creditworthy and full-service company, and is willing to choose it and become a loyal customer. Therefore, to create a good image of the company, such as a good reputation and responsibility, the CEO must use friendly and kind facial expressions or behaviour to deepen the image of the company's affinity.

Despite the results of this study, there are still some shortcomings. Future research can further delve into the specific mechanisms of CEO facial expressions on corporate image and the effects of different types of facial expressions on different groups. In addition, more empirical data and case studies can be combined to verify the generalisability and reliability of the findings. Based on the findings of the empirical study, the image of the studied companies is quantitatively analysed and evaluated, and corresponding corporate facial expression guidance suggestions and improvement measures are put forward to enhance the CEO's behavioural management of facial expressions in public occasions and thus better shape the corporate image. At the same time, the results of the study can also be compared and contrasted with other enterprises to explore other factors affecting corporate image and provide a reference basis for corporate decision-making. At the same time, other factors affecting corporate image can be further explored to provide more comprehensive management recommendations.

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