

Leadership Reputation in Latin America
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Corporate leadership reputation can determine the success or failure of any company. The way a company's workers, stockholders, and stakeholders view its leadership will determine to what level a company can advance in its specific industry. However, our knowledge of the factors that assist company leaders in developing their reputations is limited. Moreover, factors that impact leadership reputations may occur at different levels of analysis, aside from characteristics of leaders themselves. To address these issues, this study tries to determine how different factors at the individual-, company-, and country-levels actually affect corporate leadership reputation. We intend to examine factors such as nationality of the leader, their level of fame, the profitability and reputation of their company, and the level of their home country development, and more in order to answer our research question. We are conducting research on secondary data using regression analysis. We are using data obtained from Merco and Bloomberg to determine different biographical and financial information for both companies and leaders. Our study is based on company-nationality, age, nationality, position, gender, year took office, prior appointments, family, graduate school, degree, and area of study evaluations of leadership reputation obtained from the Merco database for the countries of Spain, Colombia, Argentina, Chile, Ecuador Bolivia, Brazil, Mexico, Peru, and Costa Rica. This study is significant because it would provide insight to how this intangible asset, corporate leadership reputation, could be developed. Our results can help shed light on what type of leaders companies should hire and it can hopefully help improve the success of a new leader to a company.