

CEO COMPENSATION & FIRM PERFORMANCE
A STUDY OF LISTED FAMILY AND NON-FAMILY FIRMS IN INDIA

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Abstract

This study endeavors to reconnoiter the correlation between CEO remuneration and firm performance sensitivity, whether firms that pay CEOs more perform better. The objective aligns with the research question of whether non-family firms underperform family firms and how the pay-performance relationship is sensitive to each other in the Indian market.