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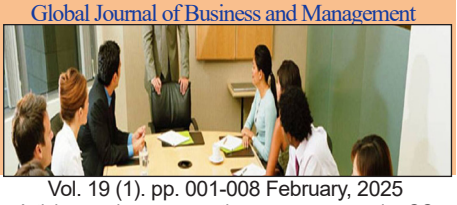

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Assessing the Financial Benefits of a Culture of Curiosity in the C-Suite

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ABSTRACT

In today's fast-paced business environment, fostering a culture of curiosity is recognized as a critical driver for innovation, engagement, and organizational adaptability. Encouraging curiosity at the executive level also serves to build resilience and proactively address emerging challenges. This study examines the financial benefits of curiosity-driven initiatives as perceived by C-Suite executives, highlighting its role in enhancing organizational performance. A comprehensive survey was administered to 51 executives from diverse U.S. industries, capturing data on financial impacts, demographics, company size, and executive roles. The survey questions were first tested on a group of 10 C-Suite executives in a training course to ensure relevance and clarity. Findings indicate that 80% of executives, representing industries such as technology, healthcare, and finance, reported annual savings exceeding $100,000 due to curiosity-driven initiatives, with 17% saving over $1,000,000. These executives held diverse roles including CEOs, CFOs, and CMOs, providing insights into the financial impact of curiosity-driven practices across different organizational contexts. Survey responses were analyzed to quantify these financial benefits, with self-reported savings cross-referenced against organizational performance indicators where available. While the sample size presents some limitations in generalizability, the findings offer a foundation for further research, particularly in refining financial measurement approaches and expanding industry representation. Future studies should examine long-term financial impacts, explore causal relationships between curiosity and performance metrics, and assess how industry-specific factors influence curiosity-driven outcomes. This study's exploratory nature underscores the need for broader research, yet it provides actionable insights for cultivating curiosity, emphasizing its potential to enhance employee engagement, innovation, and resilience.

Keywords: Curiosity, Innovation, Engagement, C-Suite, Productivity

INTRODUCTION

Curiosity has long been recognized as a fundamental catalyst for organizational learning and innovation. Research by Antonacopoulou and Bento established that leadership grounded in fostering curiosity can transform workplaces into environments where continuous learning thrives [1]. This leadership approach encourages employees to challenge conventional wisdom and promotes adaptability, which is essential for organizational resilience and growth. Additionally, studies such as those by Berta, et al. emphasize the contingent nature of organizational learning, highlighting how curiosity-driven exploration can enhance the adoption of innovative practices in complex sectors [2]. These findings suggest that cultivating curiosity within teams facilitates the openness needed to embrace new ideas and improve service delivery.

Moreover, research by Chen, et al. demonstrated that curiosity serves as a precursor to innovativeness through mechanisms such as cultural intelligence and

knowledge-sharing behaviors [3]. By encouraging curiosity, organizations empower employees to engage in cross-cultural learning and collaborative problem-solving, which is essential for driving sustainable innovation. Hamilton reinforced this by identifying workplace curiosity inhibitors which include fear, assumptions, the over and under-utilization of technology, and environmental interactions with others (FATE) in her research to validate the Curiosity Code Index [4]. Utilizing such frameworks can promote a culture of curiosity and enhance organizational capacity for creativity and innovation.

Kashdan, et al. and Leonard and Harvey provided insights into how curiosity correlates with emotional intelligence and personal growth [5,6]. They argued that individuals with higher levels of curiosity tend to exhibit greater emotional intelligence, which is crucial in managing complexity and ambiguity. This trait is crucial in fostering an engaged workforce, as highlighted by Lohman, who explored how curiosity drives informal learning among information technology professionals, leading to enhanced job satisfaction and performance [7].

Curiosity-driven initiatives have been linked to various positive organizational outcomes, making it imperative to understand their financial benefits, especially at the executive level. According to Gallup (n.d.), disengaged employees cost U.S. organizations up to $550 billion annually in lost productivity [8]. Fostering a culture of curiosity not only increases engagement by encouraging employees to seek new knowledge and solutions but also sparks innovation. Research indicates that organizations prioritizing curiosity-driven learning and exploration are more likely to innovate and stay ahead of competitors [9]. Furthermore, curiosity stimulates productivity by promoting proactive behavior and problem-solving skills among employees [10]. Gallup highlighted that actively engaged workplaces experience higher profitability, productivity, and customer ratings, further underlining the financial benefits of cultivating curiosity in the workforce [11]. By nurturing curiosity, organizations can harness these benefits to drive continuous improvement and achieve sustainable growth.

Curiosity-driven initiatives like innovation labs, cross-functional projects, or knowledge-sharing platforms, can lead to significant financial and operational benefits [12]. However, while curiosity is widely acknowledged as a key factor in organizational success, significant gaps remain in how to quantify its financial impact and systematically implement curiosity-driven initiatives at the executive level. Specifically, there is limited empirical research linking curiosity-driven leadership strategies to measurable financial outcomes, such as cost savings, revenue growth, and Return On Investment (ROI). Additionally, the extent to which curiosity-driven cultures influence strategic decision-making in high-stakes environments, such as the C-Suite, has yet to be systematically explored. This study seeks to address these gaps by examining executive perceptions of the financial impact of curiosity, offering data-driven insights into how organizations can leverage curiosity as a strategic advantage.

This study aims to investigate the financial implications of fostering curiosity within the C-Suite by analyzing how curiosity-driven initiatives influence financial performance, productivity, and innovation. Using survey data from 51 executives across multiple industries, this research explores the tangible benefits of curiosity-driven cultures and provides actionable recommendations for organizations seeking to enhance their leadership strategies.

The following sections will explore the theoretical foundations of curiosity in leadership and organizational strategy, including Social Exchange Theory, Resource-Based View, Psychological Safety, and Self-Determination Theory. These frameworks provide the necessary foundation to test the study's hypotheses and empirically assess the financial value of curiosity in executive decision-making.

Theoretical framework

The theoretical framework for this study is grounded in several key theories that explain the role of curiosity in organizational success. The social exchange theory posited voluntary actions of individuals that are motivated by the returns they are expected to bring [13]. Therefore, when organizations invest in fostering curiosity, they create a reciprocal relationship where employees feel valued and are more likely to contribute positively to the organization's success. By nurturing curiosity, organizations encourage employees to seek new knowledge and innovative solutions, creating a mutually reinforcing cycle of trust and productivity.

Additionally, the resource-based view suggested that curiosity-driven initiatives can be considered strategic resources that provide competitive advantages by enhancing innovation and adaptability [14]. Organizations that prioritize curiosity cultivate a unique set of capabilities, such as creative problem-solving and proactive engagement, which are difficult for competitors to replicate.

Complementing these theories, the concept of Psychological Safety plays a critical role in fostering curiosity within teams [15]. Psychological safety ensures that employees feel secure in expressing ideas, asking questions, and challenging existing norms without fear of negative consequences. This environment is essential for curiosity-driven initiatives to thrive, as it encourages open communication and risk-taking.

Finally, the framework integrates the self-determination theory, which emphasized the importance of intrinsic motivation in driving behavior [16]. Curiosity, as a form of intrinsic motivation, empowers employees to ex-

plore, learn, and innovate. When organizations align their strategies with intrinsic motivators, they unlock the full potential of their workforce, driving both individual and organizational growth.

These theories collectively underpin the hypotheses that companies with a strong culture of curiosity will experience greater financial benefits and long-term resilience.

Hypotheses

This study tests the following hypotheses:

1. Companies with higher levels of curiosity-driven initiatives report significantly greater financial benefits than those with lower levels of such initiatives.

2. Organizations that integrate curiosity into their core values will see improvements in innovation, engagement, and productivity.

METHODOLOGY

Research design

This study employs a cross-sectional survey design to gather data from C-Suite executives across various industries in the United States. A survey was chosen as the data collection method due to its ability to efficiently capture a broad range of perceptions and financial outcomes related to curiosity-driven initiatives.

Sampling method

The sample consists of 51 C-Suite executives selected using a purposive sampling method to ensure representation across different industries, company sizes, and executive roles. While a sample of 51 may be considered small, it reflects the practical challenges of accessing high-level executives for survey research. Given the exclusivity of the C-Suite and the difficulty in securing responses from this population, this sample size provides valuable insights into an otherwise hard-to-reach group. Additionally, the diversity of industries spanning technology, healthcare, and finance enhances the generalizability of the findings within executive leadership contexts. Future research may benefit from expanding the sample size to further validate these results.

Data collection

Survey instrument: The survey instrument was developed based on insights from foundational studies that examine curiosity's role in organizational success. Key references include Antonacopoulou and Bento, who demonstrated how leadership fostering curiosity enhances continuous learning environments, and Berta, et al. who emphasized curiosity's role in adopting innovative practices in complex sectors [1,2]. Prior to deployment, the survey underwent a validation phase where questions were tested with a group of 10 C-Suite executives during a training course. This process ensured the questions were relevant, clear, and directly addressed critical aspects of financial outcomes, engagement, and innovation. Data were collected using SurveyMonkey, an online survey platform, and responses were anonymized to encourage honest feedback. Participants answered a combination of closed-ended and open-ended questions, capturing both quantitative and qualitative insights.

Data analysis: This study employs an exploratory approach to data analysis, focusing on identifying patterns and trends without performing advanced statistical or correlational tests. Given the small sample size and the study's exploratory objectives, descriptive summaries such as frequencies and percentages were used to capture key findings in financial benefits, engagement outcomes, and innovation impacts related to curiosity-driven initiatives. While inferential statistical methods, such as regression analysis, could provide deeper insights into causal relationships, they were not employed in this study due to the sample size limitations and the preliminary nature of this research. Instead, this study focuses on descriptive analysis to establish foundational insights that can guide future, more robust quantitative investigations.

To complement these quantitative insights, qualitative responses from open-ended survey questions were systematically coded to uncover recurring themes, such as barriers to curiosity, observed financial benefits, and practical challenges in implementation. This dual-method approach ensures a comprehensive exploration of the topic while acknowledging the study's limitations in terms of generalizability and causal inference.

RESULTS AND DISCUSSION

To understand the financial outcomes associated with fostering a culture of curiosity within organizations, a survey was designed to capture both quantitative and qualitative insights. The survey included eight Likert scale questions ranging from "strongly agree" to "strongly disagree," designed to explore C-Suite executives' perceptions of curiosity-driven initiatives. These questions focused on aspects such as revenue growth, cost savings, productivity enhancements, and overall financial performance. The survey also allowed respondents to indicate financial returns ranging from zero dollars to over one million dollars, with an additional option for organizations that had not implemented such initiatives. This exploratory approach aimed to provide foundational insights rather than definitive conclusions, laying the groundwork for future research.

Example survey questions:

1. Approximately how much money has your organization saved due to curiosity-driven initiatives in the past year?
2. Approximately how much additional revenue has your organization generated due to curiosity-driven initiatives in the past year?
3. Approximately how much has your organization saved on innovation-related costs due to curiosity-driven initiatives in the past year?
4. How much has your organization saved on turnover costs from increased engagement from curiosity-driven initiatives?
5. How much has your organization saved on engagement-related costs from increased employee engagement from curiosity-driven initiatives?
6. Approximately how much has your organization saved on productivity-related costs due to curiosity-driven initiatives in the past year?
7. How much has your organization saved on communication-related costs due to improved communication from curiosity-driven initiatives?
8. What is the approximate overall financial benefit your organization has gained from curiosity-driven initiatives in the past year?

The survey data revealed the following key insights regarding financial benefits from curiosity-driven initiatives across different C-Suite positions, gender, age groups, and company sizes. Executives in roles most closely tied to revenue generation and strategic decision-making reported the highest perceived financial benefits from curiosity-driven initiatives. Eighty percent of C-Suite executives reported financial savings exceeding $100,000 per year from curiosity-driven initiatives. Among these, 17% reported savings exceeding $1,000,000. Eight percent of organizations reported no curiosity-driven initiatives. This indicates that while curiosity is widely recognized as valuable, some organizations have yet to implement formal strategies to leverage it at the leadership level.

Analysis by gender

In this study, the distribution of participants by gender and position was as follows: there were 8 male CEOs and 8 female CEOs, 3 male CFOs and 4 female CFOs, 2 male COOs and 3 female COOs, 1 male CMO and 5 female CMOs, 3 male CIOs and 3 female CIOs, 2 male CHROs and 0 female CHROs, 2 male CROs and 0 female CROs, and 3 males and 1 female designated as other.

Analysis by age

Most of the executives fell into the 30-60 age range. The COOs had the most in the over 60 range, and the CTOs had the most in the under 30 range.

Analysis by company size

There were more CEOs with organizations over 10,000 employees, followed by CROs, then COOs. CFOs were spread more evenly throughout all sizes of organizations. The two CHROs included one in an organization with 11-50 employees and another with 1,000-4,999 employees. The two designated as “Other” had one in an organization with fewer than 10 employees and one with 1,000-4,999 employees.

- Small companies (fewer than 10 employees): 6% of companies fell into this category.
- Medium companies (11-999 employees): 47% of companies fell into this category.
- Large companies (1,000-9,999 employees): 40% of companies fell into this category.
- Very large companies (over 10,000 employees): 7% of companies fell into this category.

Analysis by C-Suite Position

Different C-Suite positions exhibited varying perceptions of the financial benefits derived from curiosity-driven initiatives. While some executives, such as CEOs and CROs, reported significant financial gains, others, including CFOs and COOs, were more cautious in their assessments. These differences highlight how curiosity is valued and applied differently across leadership roles, depending on their strategic priorities, financial oversight, and operational responsibilities.

CEOs and CROs reported the highest financial benefits, with 75% of CEOs and 75% of CROs indicating moderate to high benefits overall. Given their roles in setting strategic direction and driving revenue growth, these leaders may be more attuned to the competitive advantages gained from fostering a culture of curiosity. CEOs oversee innovation at the organizational level, while CROs focus on market expansion and sales strategies, both of which benefit from curiosity-driven problem-solving and exploration.

CFOs reported lower perceived financial benefits, with only 43% indicating moderate to high benefits. This may stem from their focus on cost control, financial risk management, and compliance, where curiosity-driven initiatives may not always yield immediately measurable outcomes. Unlike CEOs or CROs, CFOs may prioritize direct financial metrics over qualitative gains such as innovation or engagement. Organizations may need to develop clearer financial tracking mechanisms to bridge this perception gap.

CMOs and CTOs also reported significant financial benefits, with both reporting 67%, indicating moderate to high impact, which aligns with the need for curiosity-driven strategies in marketing and technology roles. Marketing relies on curiosity to understand shifting consumer behaviors and explore creative branding strategies, while technology leadership depends on exploration and continuous learning to drive digital transformation.

CHROs reported mixed responses, with 50% indicating moderate to high financial benefits from curiosity-driven initiatives. While curiosity enhances engagement and workplace culture, its direct financial impact on HR functions may be more difficult to quantify compared to revenue-driven departments. Their reported mixed perceptions of financial benefits may be due to the challenges of directly measuring curiosity's impact on areas such as leadership development, hiring processes, and employee retention.

CIOs reported moderate financial benefits, with 50% indicating moderate to high benefits. Given the rapid pace of technological change, CIOs who embrace curiosity may be better positioned to anticipate IT innovations, cybersecurity risks, and digital transformation opportunities. However, the role's focus on infrastructure and risk mitigation may explain why some CIOs did not see high financial returns from curiosity-driven initiatives.

COOs reported that 40% perceived moderate to high financial benefits from curiosity-driven initiatives. Given the COO's role in overseeing operations and efficiency, curiosity may be leveraged to streamline processes, improve cross-departmental collaboration, and drive organizational agility. However, the lower percentage compared to CEOs and CROs suggests that COOs may see curiosity as beneficial but not always directly linked to measurable financial outcomes. Since COOs focus heavily on operational stability, they may prioritize efficiency-driven improvements over exploratory initiatives that do not yield immediate cost reductions or productivity gains.

The "Other" category reflected a split in responses, with 50% reporting no curiosity-driven initiatives and 50% indicating moderate to high benefits overall. This suggests that curiosity's perceived financial impact may vary depending on specific leadership responsibilities within an organization. Some roles may not traditionally emphasize curiosity as a strategic driver, while others may see clear value in applying it to niche functions.

Industry-specific trends

Patterns also emerged when analyzing responses by industry. Executives from technology and healthcare organizations reported the highest perceived financial benefits, aligning with industries that require continuous innovation and adaptation. Finance executives, particularly CFOs, tended to be more conservative in their assessments, which could be due to a greater emphasis on regulatory compliance and financial stability over exploratory initiatives. These differences suggest that curiosity's perceived value may vary depending on an industry's innovation demands and risk tolerance.

Challenges in measuring financial impact

While this study did not perform direct Return-On-Investment (ROI) calculations, respondents provided qualitative feedback on the challenges of quantifying the financial benefits of curiosity-driven initiatives. Several executives indicated that while curiosity clearly enhances problem-solving, collaboration, and innovation, its financial impact is not always immediately measurable in traditional performance metrics. Some noted that cost savings from curiosity-driven improvements may emerge over time, making it difficult to capture short-term financial returns.

Organizations seeking to better assess curiosity's impact on financial performance may need to implement structured measurement frameworks. These could include tracking Key Performance Indicators (KPIs) related to innovation output, operational efficiency, and employee engagement. Additionally, aligning finance and innovation teams could help establish standardized methods for evaluating curiosity's role in revenue growth and cost savings.

Qualitative insights

In addition to quantitative findings, respondents provided open-ended feedback on their experiences with curiosity-driven initiatives. Challenges frequently cited included time constraints, leadership resistance, and competing business priorities. Some executives expressed concerns that curiosity, while valuable, is often deprioritized in high-pressure environments where efficiency and immediate results are emphasized.

Conversely, many executives highlighted the successes of curiosity-driven initiatives. They reported that fostering curiosity at the executive level contributed to more agile decision-making, stronger cross-functional collaboration, and increased market responsiveness. One respondent from a technology firm noted that curiosity-driven discussions in leadership meetings helped their organization anticipate emerging trends and adjust strategies before competitors.

Summary of open-ended question responses

In addition to multiple-choice questions, respondents were given the opportunity to answer open-ended

questions to elaborate on their experience fostering a culture of curiosity.

Example open-ended questions

1. What specific financial benefits have you observed from fostering a culture of curiosity in your organization?

2. Can you provide examples of how curiosity-driven initiatives have led to cost savings or increased revenue?

3. If your organization has not prioritized curiosity, what are the primary reasons for this decision?

4. How do you measure the impact of curiosity on key performance indicators such as productivity, engagement, and innovation?

5. What strategies have you found effective in overcoming barriers to curiosity within your organization?

Financial benefits observed

Executives reported various financial benefits from curiosity-driven initiatives. Financial stability and ensuring the culture change goes well were observed themes. Specific examples provided by respondents illustrated how curiosity-driven initiatives improved innovation, better networking, and increased productivity.

Examples of cost savings and increased revenue

Executives noted that employees were more active and that activity sparked asking why things were being done a certain way rather than accepting the status quo. Specific examples provided by respondents illustrated how curiosity-driven initiatives led to tangible financial outcomes.

Reasons for not prioritizing curiosity

Executives who reported that their organizations did not prioritize curiosity cited several primary reasons. These included a lack of awareness about the benefits of curiosity, resistance to change, using the word “innovation” rather than “curiosity,” and a lack of time.

Measuring the impact of curiosity

Executives provided various methods for measuring the impact of curiosity on key performance indicators. Respondents reported that measurement could include time and money saved, including ROI.

Effective strategies for overcoming barriers

Respondents shared numerous strategies for overcoming barriers to fostering curiosity within their organizations. Executives believed people should bring their best ideas to work and recognize that it is good to collaborate and even acceptable to fail sometimes.

Practical implications

The findings suggest that curiosity-driven initiatives generate significant financial benefits, particularly in industries that rely on continuous innovation. The fact that CEOs and CROs report the highest financial gains reinforces the idea that curiosity is most valuable when embedded at the highest levels of leadership. This highlights the need for organizations to cultivate a leadership culture that encourages exploration, strategic questioning, and openness to new ideas.

At the same time, CFOs’ lower perceived benefits suggest that organizations may need to develop clearer financial tracking methods to quantify curiosity’s return on investment. This misalignment indicates that curiosity is often measured qualitatively rather than in direct financial terms. A stronger integration of financial and strategic planning processes may help executives better recognize curiosity’s impact on long-term financial health.

To effectively leverage curiosity as a leadership tool, organizations may consider strategies such as executive curiosity training, structured innovation initiatives, and cross-functional collaboration models. By embedding curiosity into leadership development programs and linking it to measurable business outcomes, companies can position curiosity not just as a soft skill, but as a strategic driver of financial performance.

CONCLUSION

This study highlights the financial and operational impact of curiosity-driven initiatives at the executive level, revealing that fostering curiosity within leadership is associated with measurable benefits. Findings indicate that 80% of surveyed executives reported annual savings exceeding $100,000 due to curiosity-driven initiatives, with 17% realizing savings over $1,000,000. These results demonstrate that curiosity is not merely an abstract leadership trait but a tangible driver of cost savings, innovation, and adaptability.

Executives in revenue-generating roles, such as CEOs and CROs, reported the highest perceived financial benefits, reinforcing the idea that curiosity supports strategic growth and market expansion. Conversely, CFOs and other finance-related roles expressed more

conservative estimates, suggesting that curiosity's impact may be less immediately evident in traditionally risk-averse functions. Industry trends also revealed that curiosity's financial benefits are more pronounced in sectors that prioritize continuous innovation, such as technology and healthcare.

Despite these benefits, challenges remain in measuring the direct financial returns of curiosity. Executives noted difficulties in quantifying long-term gains, particularly in cost reductions and productivity improvements. Organizations seeking to integrate curiosity more effectively into leadership strategies may benefit from structured measurement frameworks, including Key Performance Indicators (KPIs) tied to innovation, engagement, and efficiency.

Failing to cultivate curiosity at the executive level could limit innovation, hinder adaptability, and reduce competitive advantage. As organizations navigate evolving market demands, fostering curiosity among leaders may prove essential for sustaining long-term growth. By implementing curiosity-driven leadership strategies, companies can create environments that encourage exploration, problem-solving, and continuous learning-ultimately enhancing financial and operational performance.

RECOMMENDATIONS FOR FUTURE RESEARCH

While this study provides valuable insights, further research is needed to validate these findings and explore additional dimensions of curiosity-driven initiatives. Future studies could investigate the long-term impact of curiosity on financial performance, employee satisfaction, and organizational resilience. Additionally, research should aim to refine and standardize tools for measuring curiosity's impact on key performance indicators, such as productivity, engagement, and innovation. Examples of standardized tools could include adaptations of existing frameworks like the Curiosity Code Index or newly developed instruments specifically tailored to measure the financial and operational outcomes of curiosity-driven initiatives. Such tools would allow organizations to benchmark performance more effectively and link curiosity initiatives to measurable business outcomes.

Expanding the sample size and including a more diverse range of industries and geographic locations would enhance the generalizability of findings. Comparative analyses between organizations that have successfully integrated curiosity-driven initiatives and those that have not could provide deeper insights into best practices and potential pitfalls. Furthermore, longitudinal studies could illuminate the sustained effects of curiosity-driven strategies over time, helping organizations better align curiosity initiatives with strategic goals.

Addressing barriers identified in this study, such as fear, assumptions, and technological challenges, should also be a focus of future research. Investigating how specific interventions, such as leadership training or the implementation of innovation labs, mitigate these barriers and enhance curiosity's financial and operational benefits would provide actionable guidance for organizations looking to foster a culture of curiosity.

DECLARATIONS

The following includes the ethics statement and informed consent for the current study.

ETHICAL STATEMENT

This study was conducted independently and adhered to ethical guidelines to ensure the protection and confidentiality of all participants. An informed consent form was included on the SurveyMonkey platform, requiring participants to consent prior to taking the survey. This form clearly outlined the purpose of the study, procedures, voluntary nature of participation, and measures taken to ensure confidentiality. No identifiable information was collected, and all data received was anonymized to maintain participant confidentiality. The anonymized data were securely stored and used solely for the purposes of this research. As the study was conducted independently of a university, it did not undergo Institutional Review Board (IRB) review. However, it complied with the ethical standards outlined by the CITI program and followed all necessary protocols to ensure the ethical treatment of participants.

INFORMED CONSENT FORM

The following informed consent form was included on the SurveyMonkey platform, requiring participants to consent prior to taking the survey:

Study Title: Assessing the Financial Benefits of a Culture of Curiosity in the C-Suite

Introduction: You are invited to participate in a research study exploring C-Suite executives' perceptions of the value of a curiosity-based culture within their organizations. Your participation will provide valuable insights that can contribute to understanding the impact of curiosity on organizational success.

Procedures: If you agree to participate in this study, you will be asked to complete an online survey. The survey will take approximately 10 minutes to complete. The questions will focus on your perceptions and experiences related to curiosity within your organization.

Voluntary participation: Participation in this study is entirely voluntary. You may choose to withdraw from the study at any time without any penalty or loss of benefits to which you are otherwise entitled. You may skip any questions that you do not wish to answer.

Confidentiality: Your responses will be kept anonymous and confidential. No identifying information will be collected, and your responses cannot be traced back to you. The data will be stored securely and used solely for the purposes of this research.

Risks and benefits: There are no foreseeable risks

associated with participating in this study. While there are no direct benefits to you, your participation will contribute to a better understanding of how curiosity-based cultures can impact organizational performance.

Consent: By clicking "Yes, I agree to participate," you acknowledge that you have read and understood the information provided above, and you agree to participate in this study. You understand that your participation is voluntary and that you can withdraw at any time without penalty.

[ ] Yes, I agree to participate

AVAILABILITY OF DATA AND MATERIALS

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

COMPETING INTERESTS

The authors declare that they have no competing interests.

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