

# **Examine the Effect of Management Confidence on Cost Adhesion in Tehran Stock Exchange Companies Accepted in Tehran Stock Exchange**

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**Cost Adhesion results a risky approach . The manager who faced with reduced sales should choose whether to reduce resources or maintain unused resources. Conservative managers are optimistic about adhesion and will not reduce their resources if sales are down, but non-conservative managers consider cost-adhesion to be inefficient, and they are taking out resources the company, which leads costs by reducing the level of activity. In short, Personality traits of managers are also important factors in decision making. One of the most important personality characteristics is over-confidence; therefore, the present study aims to investigate the effect of management assurance on cost adhesion in Tehran Stock Exchange. This is one of the applied Practical-research surveys. After applying the systematic elimination of the companies listed in the stock exchange, 112 companies were finally studied to test and analyze the hypotheses in format of the statistical samples. The results of the hypothesis test firstly showed an increase in the adhesion of public, sales and administrative costs, when management more-confidence increases. Secondly, for managers with a high degree of more-confidence, the amount of increase in cost adhesion is more than that of managers with a lower degree of certainty. In other words, management more-confidence, such as the results obtained the first hypothesis test, has a direct impact on cost adhesion.**

**Keywords : cost behavior, cost adhesion, more-confidence of managers.**

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