





turmoil in recent years, importance Shows the risk of falling to investors. Past studies will be developed by identifying a new factor that reduces the risk of falling stock prices. This research was conducted for a period of 5 years between 2013 and 2017. Sample data of the studied companies were analyzed by analyzing their availability by classifying them using Excel software and analyzing them using Ives software. The research results showed; There is a negative relationship between cost behavior and risk of falling stock prices and this relationship is also significant. The term of the CEO moderates the relationship between cost behavior and the risk of falling stock prices, and the relationship is negative and significant. Institutional investors also moderate the relationship between cost behavior and stock price risk, and the relationship is positive and significant.