

Nicola Misani

Assistant Professor



Knowledge Group: Strategy and Operations

Research Domains: Competitive Strategy

Teaching Domains: Business Models, Corporate Sustainability, Industry Analysis, Competitive Advantage, Globalization

nicola.misani@unibocconi.it

Biography

Nicola Misani is a Researcher at the Department of Management and Technology at Università Bocconi. He is also a fellow at the ICRIOS research center of Università Bocconi.

At SDA Bocconi School of Management, he has participated in many research and education programs with ABB, Confindustria Lombardia, Condé Nast, Credit Suisse, Esselunga, SACMI, and many other organizations.

His research areas are business strategy, sustainability, and multinational companies. His current research questions focus on, first, the drivers and the strategic implications of sustainability adoption by companies; second, how corporate purposes and organisational forms (e.g. B Corps) influence company strategies; third, how business models can be changed to mitigate external impact and improve a firm's performance.

He is the author of several publications that have appeared in international refereed journals, including the Journal of Business Ethics, Business Ethics Quarterly, Business Strategy and the Environment, Ecological Economics, the Journal of World Business, and International Business Review. Nicola Misani has won numerous teaching and research awards, including the 2015 Academy of Management IM Division CGIO Best Paper Award in International Corporate Governance. Nicola Misani is a member of the Academy of Management (AoM), the Academy of International Business (AIB) and the International Association for Business & Society (IABS).

Nicola Misani earned a degree in Business Administration at Università Bocconi and then a degree in Philosophy at Università degli Studi di Milano. He received his PhD from Radboud University Nijmegen (The Netherlands).

Proceedings/Presentations

Securing Venture Capital for Sustainability-Driven Ventures: An Analysis of Funding Delay

CHEN, Y., A. FOSFURI, N. MISANI, "Securing Venture Capital for Sustainability-Driven Ventures: An Analysis of Funding Delay" in The 85th Annual Meeting of Academy of Management, July 25-29, 2025, Copenhagen, Denmark

Greening the Portfolio: LP Preferences for Social Impact and Sustainability Orientation of VC Funds

XIONG, Q., A. FOSFURI, N. MISANI, Y. CHEN, "Greening the Portfolio: LP Preferences for Social Impact and Sustainability Orientation of VC Funds" in 84th Annual Meeting of the Academy of Management, August 9-13, 2024, Chicago, IL, United States of America

Fostering Sustainability-Driven Ventures: An Examination of Constraints in Accessing Venture Capital

CHENG, Y., N. MISANI, A. FOSFURI, "Fostering Sustainability-Driven Ventures: An Examination of Constraints in Accessing Venture Capital" in Corporate Responsibility Research Conference, September 6-8, 2023, Cambridge, Great Britain

Articles in Scholarly Journals

Discrezione e ricercatezza alla base del quiet luxury - Discretion and Refinement at the Core of Quiet Luxury

CARRARO, S., N. MISANI, "Discrezione e ricercatezza alla base del quiet luxury - Discretion and Refinement at the Core of Quiet Luxury", *Economia & Management*, 2023, no. 3, pp. 21-25

Perché e come essere B Corp o Società Benefit - Why and How to Be a B Corp or Benefit Corporation

MISANI, N., "Perché e come essere B Corp o Società Benefit - Why and How to Be a B Corp or Benefit Corporation", *Economia & Management*, 2021, no. 1, pp. 26-30

Paving the road toward eco-effectiveness: Exploring the link between greenhouse gas emissions and firm performance

RUSSO, A., S. POGUTZ, N. MISANI, "Paving the road toward eco-effectiveness: Exploring the link between greenhouse gas emissions and firm performance", *Business Strategy and the Environment*, 2021, vol. 30, no. 7, pp. 3065-3078

A Qualified Account of Supererogation: Toward a Better Conceptualization of Corporate Social Responsibility

TENCATI, A., S. CASTALDO, N. MISANI, "A Qualified Account of Supererogation: Toward a Better Conceptualization of Corporate Social Responsibility", *Business Ethics Quarterly*, 2020, vol. 30, no. 2, pp. 250-272

Offshoring, local market entry, and the strategic context of cross-border alliances: The impact on the governance mode

LOJACONO, G., N. MISANI, S. TALLMAN, "Offshoring, local market entry, and the strategic context of cross-border alliances: The impact on the governance mode", *International Business Review*, 2017, vol. 26, no. 3, pp. 435-447

Boards, underwriter reputation, and underpricing in IPO markets: an investigation of the effects of the directors' human and social capital

MISANI, N., M. BUONGIORNO, V. BUZZI, "Boards, underwriter reputation, and underpricing in IPO markets: an investigation of the effects of the directors' human and social capital", *Rivista dei Dottori Commercialisti*, 2016, vol. 67, no. 2, pp. 209-234

The effect of cross-listing on the environmental, social, and governance performance of firms

DEL BOSCO, B., N. MISANI, "The effect of cross-listing on the environmental, social, and governance performance of firms", *Journal of World Business*, 2016, vol. 51, no. 6, pp. 977-990

Unraveling the effects of environmental outcomes and processes on financial performance: A non-linear approach

MISANI, N., S. POGUTZ, "Unraveling the effects of environmental outcomes and processes on financial performance: A non-linear approach", *Ecological Economics*, 2015, vol. 109, pp. 150-160

Keeping the enemies close: The contribution of corporate social responsibility to reducing crime against the firm

MISANI, N., B. DEL BOSCO, "Keeping the enemies close: The contribution of corporate social responsibility to reducing crime against the firm", *Scandinavian Journal of Management*, 2011, vol. 27, no. 1, pp. 87-98

The impact of corporate social responsibility associations on trust in organic products marketed by mainstream retailers: a study of Italian consumers

PERRINI, F., S. CASTALDO, N. MISANI, A. TENCATI, "The impact of corporate social responsibility associations on trust in organic products marketed by mainstream retailers: a study of Italian consumers", *Business Strategy and the Environment*, 2010, vol. 19, no. 8, pp. 512-526

The convergence of corporate social responsibility practices

MISANI, N., "The convergence of corporate social responsibility practices", *Management Research Review*, 2010, vol. 33, no. 7, pp. 734-748

Corporate social responsibility in the retailing industry: a trust-based model of its effects on consumer behaviour with regard to organic food

CASTALDO, S., F. PERRINI, N. MISANI, A. TENCATI, "Corporate social responsibility in the retailing industry: a trust-based model of its effects on consumer behaviour with regard to organic food", *Finanza, Marketing e Produzione*, 2009, vol. XXVII, no. 2, pp. 50-64

The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair Trade Products

CASTALDO, S., F. PERRINI, N. MISANI, A. TENCATI, "The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair Trade Products", *Journal of Business Ethics*, 2009, vol. 84, no. 1, pp. 1-15

The impact of corporate social responsibility on consumer trust: the case of organic food

PIVATO, S., N. MISANI, A. TENCATI, "The impact of corporate social responsibility on consumer trust: the case of organic food", *Business Ethics: A European Review*, 2008, vol. 17, no. 1, pp. 3-12

L'impiego energetico dei gas siderurgici: evoluzione e prospettive

MISANI, N., M. BOTTARELLI, "L'impiego energetico dei gas siderurgici: evoluzione e prospettive", Management delle Utilities e delle Infrastrutture, 2007, vol. 5, no. 3, pp. 10-18

Alignment and conflict between management and shareholders: the problem of stock options

MISANI, N., "Alignment and conflict between management and shareholders: the problem of stock options", Finanza, Marketing e Produzione, 2002, vol. 20, no. 3, pp. 114-134

Cases in International Case Collections

The global market for italian sparkling wine

LOJACONO, G., N. MISANI - "The global market for italian sparkling wine" - 2021, The Case Centre, Great Britain

Illycaffè's International Growth. Evaluating Foreign Demand for Italian Super-Premium Coffee

LOJACONO, G., N. MISANI, M. SESINI - "Illycaffè's International Growth. Evaluating Foreign Demand for Italian Super-Premium Coffee" - 2021, The Case Centre, Great Britain

Green Wise Co, Ltd: Global Sustainability Journey

ANNUSHKINA, O., N. MISANI - "Green Wise Co, Ltd: Global Sustainability Journey" - 2021, The Case Centre, Great Britain

Farfetch: How to Stay Ahead of the Curve in Luxury e-Commerce

LOJACONO, G., N. MISANI - "Farfetch: How to Stay Ahead of the Curve in Luxury e-Commerce" - 2021, The Case Centre, Great Britain

Davines: Internationalizing a niche

LOJACONO, G., N. MISANI - "Davines: Internationalizing a niche" - 2017, The Case Centre, Great Britain

The International Growth of Fast Fashion Retailers: The Inditex Case

LOJACONO, G., N. MISANI, P. VARACCA CAPELLO - "The International Growth of Fast Fashion Retailers: The Inditex Case" - 2013, The Case Centre, Great Britain

The Italian Fashion Industry in 2010

VARACCA CAPELLO, P., N. GUERINI, N. MISANI, D. RAVASI - "The Italian Fashion Industry in 2010" - 2012, The Case Centre, Great Britain

Contribution to Chapters, Books or Research Monographs

Sustainability and Implicit Contracts

MISANI, N., "Sustainability and Implicit Contracts" in Business and Society 360 – Sustainability., D. Wasieleski, J. Weber (Eds.), Emerald Group Publishing Limited, chap. 5, pp. 81-97, 2020

Il governo dell'impresa

MISANI, N., "Il governo dell'impresa" in Management - Economia e gestione delle imprese., F. Perrini (Ed.), Egea, pp. 107-157, 2012

Private Equity as an Emerging Asset Class of Responsible Investment

MISANI, N., B. DEL BOSCO, "Private Equity as an Emerging Asset Class of Responsible Investment" in Responsible Investment in Times of Turmoil., Vandekerckhove W., Leys J., Alm K., Scholtens B., Signori S., Schäfer H. (Eds.), Springer, pp. 113-134, 2011

The relationship between corporate responsibility and brand loyalty in retailing: The mediation role of trust

CASTALDO, S., F. PERRINI, N. MISANI, A. TENCATI, "The relationship between corporate responsibility and brand loyalty in retailing: The mediation role of trust" in Global challenges in responsible business., C. Smith, C.B. Bhattacharya, D. Vogel, D. Levine (Eds.), Cambridge University Press, pp. 191-214, 2010

Convergent and divergent corporate social responsibility

MISANI, N., "Convergent and divergent corporate social responsibility" in Innovative Corporate Social Responsibility: from risk management to value creation., Céline Louche, Samuel O Idowu, Walter Leal Filho (Eds.), Greenleaf Publishing, pp. 62-83, 2010

Tecnologia e comunicazione del rischio ambientale

MISANI, N., S. POGUTZ, A. TENCATI, "Tecnologia e comunicazione del rischio ambientale" in Le imprese e la gestione del rischio ambientale., G. Forestieri, A. Gilardoni (Eds.), Egea, pp. 15-61, 1999

Research Monographs

Fashion Collections: Product Development and Merchandising

MISANI, N., P. VARACCA CAPELLO - "Fashion Collections: Product Development and Merchandising" - 2017, Egea, Milano, Italy

Il risk management fra assicurazione e finanza

MISANI, N. - "Il risk management fra assicurazione e finanza" - 1999, Egea, Milano, Italy

Rapporto risk management. Indagine generale sul risk management in Italia

MISANI, N., P. TAGLIAVINI - "Rapporto risk management. Indagine generale sul risk management in Italia" - 1995, Egea, Milano, Italy

Introduzione al risk management

MISANI, N. - "Introduzione al risk management" - 1994, Egea, Milano, Italy

Edited Books

Casi di Management - 2a Ed.

DAGNINO, I., N. MISANI, F. PERRINI, C. VURRO (Eds.), "Casi di Management - 2a Ed." - 2017, Egea, Milano, Italy