

Francesca Romana Rinaldi



Lecturer

Knowledge Group: Strategy and Operations

Research Domains: Sustainability

Teaching Domains: Management of Creativity, New Business Models,
Circular Economy, Sustainable Supply Chain

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Biography

Francesca Romana Rinaldi is part of the core faculty at the Sustainability Lab of SDA Bocconi School of Management, where she directs the "Monitor for Circular Fashion". In the MAFED – Master in Fashion, Experience and Design Management at SDA Bocconi, she coordinates the course "Managing Sustainability in Fashion." Additionally, at SDA Bocconi, she directs the on-demand executive course "Circular Fashion Management."

Her research activities focus on sustainability, circularity, traceability, and transparency in the fashion industry. At Bocconi University, she directs the course "Fashion Collections and Sustainability" and serves as Project Manager and researcher in the PNRR MUSA Spoke 5 project. She was the Project Manager for Bocconi University's European research project for the European Commission titled "Small but perfectly formed: accelerating the rise of circular and sustainable SMEs in fashion." Francesca Romana Rinaldi is the author of "Fashion Industry 2030" (Egea-BUP, 2019), co-author of "Circular Fashion Management" (Egea - BUP, 2024), "The Responsible Fashion Company" (Greenleaf Publishing - Routledge, 2014), and "L'Impresa Moda Responsabile" (Egea, 2013; Egea, 2022). She works as a consultant for companies in the fashion and luxury sectors and institutions, focusing on sustainability, circularity, business model innovation, and digital strategies. She supported the United Nations Economic Commission for Europe (UNECE) in the project "Enhancing Transparency and Traceability of Sustainable Value Chains in the Garment and Footwear Industry" and the European Commission DG GROW in the project "Textiles Transition Pathway." As a keynote speaker at national and international forums, Francesca Romana is frequently interviewed by Italian and international television channels.

She earned a Master's in Economics and Management from Bocconi University in 2004, completed the Teaching Excellence Program at SDA Bocconi in 2013, and obtained a PhD from IULM in 2018.

Articles in Scholarly Journals

La trappola del greenwashing: strategie per un'autentica sostenibilità nella moda - Cut Through the Greenwashing. Strategies for Authentic Sustainability in Fashion

RINALDI, F. R., C. PIANCATELLI, F. KHATAMI, "La trappola del greenwashing: strategie per un'autentica sostenibilità nella moda - Cut Through the Greenwashing. Strategies for Authentic Sustainability in Fashion", *Economia & Management*, 2025, no. 2, pp. 36-54

Country-level analysis of the relationships between sustainability and the textile–clothing–leather–footwear industries

KHATAMI, F., F. R. RINALDI, C. SALVATO, A. FERRARIS, "Country-level analysis of the relationships between sustainability and the textile–clothing–leather–footwear industries", *Business Strategy and the Environment*, 2024, vol. 33, no. 8, pp. 8668-8678

Traceability and transparency: enhancing sustainability and circularity in garment and footwear

RINALDI, F. R., C. DI BERNARDINO, V. CRAM-MARTOS, M. T. PISANI, "Traceability and transparency: enhancing sustainability and circularity in garment and footwear", *Sustainability: Science, Practice and Policy*, 2022, vol. 18, no. 1, pp. 132-141

Moda sostenibile e circolare tra ambiente, etica e cultura del territorio

RINALDI, F. R., "Moda sostenibile e circolare tra ambiente, etica e cultura del territorio", *Dimensioni e problemi della ricerca storica*, 2021, no. 2, pp. 197-214

Family and non-family women on the board of directors: Effects on corporate citizenship behavior in family-controlled fashion firms

CAMPOPIANO, G., F. R. RINALDI, S. SCIASCIA, A. DE MASSIS, "Family and non-family women on the board of directors: Effects on corporate citizenship behavior in family-controlled fashion firms", *Journal of Cleaner Production*, 2019, vol. 214, pp. 41-51

Se il prodotto tessile diventa marchio

CORBELLINI, E. P., F. R. RINALDI, "Se il prodotto tessile diventa marchio", *Economia & Management*, 2017, no. 1, pp. 69-78

Women's involvement in family firms: Progress and challenges for future research

CAMPOPIANO, G., A. DE MASSIS, F. R. RINALDI, S. SCIASCIA, "Women's involvement in family firms: Progress and challenges for future research", *Journal of Family Business Strategy*, 2017, vol. 8, no. 4, pp. 200-212

Lo sviluppo della moda sostenibile: one size doesn't fit all

RINALDI, F. R., G. PANDOLFINI, "Lo sviluppo della moda sostenibile: one size doesn't fit all", *Economia & Management*, 2015, no. 6, pp. 36-50

Il brand Milano attraverso la moda e il design

CORBELLINI, E., F. R. RINALDI, A. ROTA, "Il brand Milano attraverso la moda e il design", *Economia & Management*, 2011, no. 1, pp. 75-98

Proceedings/Presentations

Measuring Sustainability and Circularity: A Systematic Literature Review

KHATAMI, F., F. R. RINALDI, C. SALVATO, "Measuring Sustainability and Circularity: A Systematic Literature Review" in The 85th Annual Meeting of Academy of Management, July 25-29, 2025, Copenhagen, Denmark

Edited Books

Circular Fashion Management. Ideas, Perspectives and Tools to Catalyze Change

RINALDI, F. R. (Ed.), "Circular Fashion Management. Ideas, Perspectives and Tools to Catalyze Change" - 2024, Bocconi University Press - BUP, Milano, Italy

What's fashion? it's method!

LUNGI, C., F. R. RINALDI, M. TURINETTO (Eds.), "What's fashion? it's method!" - 2018, Bocconi University Press - BUP, Milano, Italy

Articles in national/international newspapers

Serve una pubblicità progresso per contrastare lo strapotere del fast fashion

RINALDI, F. R., "Serve una pubblicità progresso per contrastare lo strapotere del fast fashion", *Avvenire*, 30 October 2024

Research Monographs

L'impresa moda responsabile. Nuove strategie per le catene del valore sostenibili e circolari. II Ed.

RINALDI, F. R., S. TESTA - "L'impresa moda responsabile. Nuove strategie per le catene del valore sostenibili e circolari. II Ed." - 2022, Egea, Milano, Italy

Fashion Industry 2030 : reshaping the future through sustainability and responsible innovation

RINALDI, F. R. - "Fashion Industry 2030 : reshaping the future through sustainability and responsible innovation" - 2019, Bocconi University Press - BUP, Milano, Italy

The responsible fashion company

RINALDI, F. R., S. TESTA - "The responsible fashion company" - 2014, Greenleaf Publishing, Great Britain

L'impresa moda responsabile. Integrare etica ed estetica nella filiera

RINALDI, F. R., S. TESTA - "L'impresa moda responsabile. Integrare etica ed estetica nella filiera" - 2013, Egea, Milano, Italy

Other

Traceable and sustainable: the must haves of future fashion

RINALDI, F. R., "Traceable and sustainable: the must haves of future fashion", SDA Bocconi Insight - Podcast, 7 November 2022

Ingredient branding & supply chain transparency in the jeanswear industry: the Isko case

RINALDI, F. R., I. D'AMATO, "Ingredient branding & supply chain transparency in the jeanswear industry: the Isko case", Lettera Asfor, 2017

Lunga vita all'abito e al suo riciclo

RINALDI, F. R., "Lunga vita all'abito e al suo riciclo", Via Sarfatti 25, 2014, vol. 9, no. 12, pp. 16-17

Contribution to Chapters, Books or Research Monographs

I nuovi modelli di business nel settore moda

RINALDI, F. R., "I nuovi modelli di business nel settore moda" in Fashion Change., Out of Fashion (Ed.), Connecting Cultures Editions, pp. 184-192, 2017

Communicating fashion in the new era: understanding social media and corporate social responsibility

RINALDI, F. R., "Communicating fashion in the new era: understanding social media and corporate social responsibility" in Fashion Management., A. Schramme, T. Moerkerke, K. Nobbs (Eds.), Lannoo Campus, pp. 75-100, 2014

Cases in International Case Collections

Ingredient Branding & Supply Chain Transparency in the Jeanswear Industry: The ISKO (TM) Case

D'AMATO, I., F. R. RINALDI - "Ingredient Branding & Supply Chain Transparency in the Jeanswear Industry: The ISKO (TM) Case" - 2016, The Case Centre, Great Britain

Prefaces, Postfaces, short Introductions

Prefazione

RINALDI, F. R., "Prefazione" in Nulla è come sembra: Fenomenologia della comunicazione della moda 3.0., P. Vee, M.T.Moschillo, M.Bisognin (Eds.), A To Vee S.a.s., 2014