
ASSISTANT PROFESSOR

Competitive Strategy

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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, Nicola Misani is the program director of “Creating Value through Sustainability”. 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 the Università degli Studi di Milano. He received his PhD from Radboud University Nijmegen (The Netherlands).

Teaching domains

Business Models

Corporate Sustainability

Industry Analysis

Competitive Advantage

Globalization

ARTICLES IN SCHOLARLY JOURNALS

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, vol.1, pp.26-30

TENCATI A., CASTALDO S., MISANI N.

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Journal Of World Business, 2016, vol.51, no. 6, pp.977-990

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LOJACONO G., MISANI N., TALLMAN S.

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L'impiego energetico dei gas siderurgici: evoluzione e prospettive

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

Finanza, Marketing E Produzione, 2002, vol.20, no. 3, pp.114-134

RESEARCH MONOGRAPHS

MISANI N., VARACCA CAPELLO P.

Fashion Collections

Egea, Milano, Italy, 2017

MISANI N.

Il risk management fra assicurazione e finanza

Egea, Milano, Italy, 1999

MISANI N., TAGLIAVINI P.

Rapporto risk management. Indagine generale sul risk management in Italia

Egea, Milano, Italy, 1995

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Egea, Milano, Italy, 1994

EDITED BOOKS

VURRO C., MISANI N., PERRINI F., DAGNINO I. (EDS.)

Casi di Management

Egea, Milano, Italy, 2016

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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