

Nicola Misani

STRATEGY AND ENTREPRENEURSHIP

ASSISTANT PROFESSOR
Competitive Strategy

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, 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

Industry Analysis

Competitive Advantage

Globalization

Business Models

Corporate Sustainability

Latest publications

TENCATI A., CASTALDO S., MISANI N.

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

Business Ethics Quarterly, 2020, vol.30, no. 2, pp.250-272

MISANI N.

Sustainability and Implicit Contracts in Business and Society 360 – Sustainability

D. Wasieleski, J. Weber(Ed), Emerald Group Publishing Limited, chap. 5, pp.81-97, 2020

LOJACONO G., MISANI N.

Davines: Internationalizing a niche

2017, The Case Centre, Great Britain

MISANI N., VARACCA CAPELLO P.

Fashion Collections

Egea, Milano, Italy, 2017

DEL BOSCO BARBARA, MISANI N.

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

MISANI N., BUONGIORNO M., BUZZI V.

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
