

# Renato J. Orsato

---

PROFESSOR OF PRACTICE

**Sustainability**

**RENATO.ORSATO@SDABOCCONI.IT**

---

## Biografia

Renato J. Orsato è Professor of Practice di Sustainability in SDA Bocconi School of Management.

Prima di entrare in SDA Bocconi, è stato Professore presso la São Paulo School of Management (EAESP), Getúlio Vargas Foundation (FGV), São Paulo, Brazil (2011–2021), Senior Research Fellow (2004–2010), e Visiting Scholar (2011–2021) all'istituto Hoffman Global per Business & Società, INSEAD, Fontainebleau, Francia, e Professore Associato all'Istituto Internazionale per Industrial Environmental Economics (IIIEE), Lund University, Svezia (1999–2004). Come ricercatore e docente, ha insegnato nei Programmi Executive e MBA in INSEAD e HEC (Francia), Lund University (Svezia), e alla University of Technology Sydney (Australia).

È autore di “Sustainability Strategies: when does it pay to be green? (Palgrave Macmillan, INSEAD Business Press 2009)” – finalista nel 2010 del Book Award of the Academy of Management, tradotto in Arabo, Cinese e Portoghese. Ha anche scritto numerosi capitoli di libri e casi didattici, e ha pubblicato in vari giornali accademici quali California Management Review, Organization Studies, Organization & Environment, Journal of Industrial Ecology, Energy Policy and Business Strategy & Environment.

Ha conseguito il PhD in Management (University of Technology, Sydney, Australia), a Masters (Honors) in Organization Studies e BA (Honors) in Civil Engineering and Business Administration. I suoi lavori accademici iniziali sono stati focalizzati sull'industria automobilistica globale, dando particolare enfasi ai veicoli a basse emissioni di carbonio e i sistemi di trasporto. Attualmente la sua ricerca si occupa di innovazioni dei modelli business per lo sviluppo di strategie sostenibili, e l'impatto delle piattaforme business e tecnologia blockchain sulla sostenibilità ambientale.

Ha anche esperienza pratica nel management e come consulente nell'area dell'innovazione business model e dell'imprenditorialità, dando particolare focus alle Piattaforme di business digitali e sostenibilità. È cofondatore e Presidente di greenApes, una piattaforma digitale premiata da B-Corp che promuove stili di vita sostenibili.

---

## ARTICOLI SU RIVISTA SCIENTIFICA

AMARAL D. G., ORSATO R. J.

**Digital platforms for food waste reduction: The value for business users**

Business Strategy and the Environment, 2023, vol.32, no. 4, pp.1373–1387

MEIRA E., CUNHA F. A. F. D. S., ORSATO R. J., MIRALLES-QUIRÓS M. M., MIRALLES-QUIRÓS J. L.

**The added value and differentiation among ESG investment strategies in stock markets**

Business Strategy and the Environment, 2023, vol.32, no. 4, pp.1816–1834

NISHIKAWA B. T., ORSATO R. J.

**Professional services in the age of platforms: Towards an analytical framework**

Technological Forecasting and Social Change, 2021, vol.173, pp.121131

CUNHA F. A. F. D. S., MEIRA E., ORSATO R. J.

**Sustainable finance and investment: Review and research agenda**

Business Strategy and the Environment, 2021, vol.30, no. 8, pp.3821–3838

CUNHA F. A. F. D. S., MEIRA E., ORSATO R. J., KLOTZLE M. C., LUCENA A. F.

**Do low-carbon investments in emerging economies pay off? Evidence from the Brazilian stock market**

International Review of Financial Analysis, 2021, vol.74, pp.101700

MOLTENE L., ORSATO R. J.

**Economia Compartilhada na Prática: Um Estudo Exploratório sobre Aceitação e Uso de Plataformas Digitais para a Redução do Desperdício de Alimentos**

Revista de Administração de Empresas, 2021, vol.61, no. 5

MOLTENE L., ORSATO R. J.

**The Sharing Economy in Practice: an exploratory study about the acceptance and use of digital platforms in food waste reduction**

Revista de Administração de Empresas, 2021, vol.61, no. 5, pp.1–20

GARCIA A. S., ORSATO R. J.

**Testing the institutional difference hypothesis: A study about environmental, social, governance, and financial performance**

Business Strategy and the Environment, 2020, vol.29, no. 8, pp.3261–3272

WELLS P., WANG X., WANG L., LIU H., ORSATO R. J.

**More friends than foes? The impact of automobility-as-a-service on the incumbent automotive industry**

Technological Forecasting and Social Change, 2020, vol.154, pp.119975

CUNHA F. A. F. D. S., OLIVEIRA E. M., ORSATO R. J., KLOTZLE M. C., CYRINO OLIVEIRA F. L., CAIADO R. G. G.

**Can sustainable investments outperform traditional benchmarks? Evidence from global stock markets**

Business Strategy and the Environment, 2020, vol.29, no. 2, pp.682–697

ORSATO R. J., FERRAZ DE CAMPOS J. G., BARAKAT S. R.

**Social Learning for Anticipatory Adaptation to Climate Change: Evidence From a Community of Practice**

Organization & Environment, 2019, vol.32, no. 4, pp.416–440

ORSATO R. J., GATTÁS P. F., DE CAMPOS J. G. F., BARAKAT S. R.

**Ecosystem services valuation by pioneering companies**

International Journal of Innovation and Sustainable Development, 2019, vol.13, no. 3/4, pp.479

SOVACOO B. K., NOEL L., ORSATO R. J.

**Stretching, embeddedness, and scripts in a sociotechnical transition: Explaining the failure of electric mobility at Better Place (2007–2013)**

Technological Forecasting and Social Change, 2017, vol.123, pp.24–34

GARCIA A. S., MENDES-DA-SILVA W., ORSATO R. J.

**Sensitive industries produce better ESG performance: Evidence from emerging markets**

Journal of Cleaner Production, 2017, vol.150, pp.135–147

ORSATO R. J., BARAKAT S. R., DE CAMPOS J. G. F.

**Organizational adaptation to climate change: learning to anticipate energy disruptions**

International Journal of Climate Change Strategies and Management, 2017, vol.9, no. 5, pp.645–665

ORSATO R. J., GARCIA A., MENDES-DA-SILVA W., SIMONETTI R., MONZONI M.

**Sustainability indexes: why join in? A study of the ‘Corporate Sustainability Index (ISE)’ in Brazil**

Journal of Cleaner Production, 2015, vol.96, pp.161-170

ORSATO R. J., DE CAMPOS J. G. F., BARAKAT S. R., NICOLLETTI M., MONZONI M.

**Why join a carbon club? A study of the banks participating in the Brazilian “Business for Climate Platform”**

Journal of Cleaner Production, 2015, vol.96, pp.387-396

DIJK M., ORSATO R. J., KEMP R.

**Towards a regime-based typology of market evolution**

Technological Forecasting and Social Change, 2015, vol.92, pp.276-289

ORSATO R. J., CLEGG S. R., FALCÃO H.

**The Political Ecology of Palm Oil Production**

Journal of Change Management, 2013, vol.13, no. 4, pp.444-459

DIJK M., ORSATO R. J., KEMP R.

**The emergence of an electric mobility trajectory**

Energy Policy, 2013, vol.52, pp.135-145

ORSATO R. J., VON ZUBEN F., VAN WASSENHOVE L.

**Turning waste into wealth**

International Commerce Review, 2007, vol.7, no. 2, pp.116-123

ORSATO R. J., WELLS P.

**U-turn: the rise and demise of the automobile industry**

Journal of Cleaner Production, 2007, vol.15, no. 11-12, pp.994-1006

ORSATO R. J.

**Competitive Environmental Strategies: When Does it Pay to Be Green?**

California Management Review, 2006, vol.48, no. 2, pp.127-143

ORSATO R. J., CLEGG S. R.

**Radical reformism: towards critical ecological modernization**

Sustainable Development, 2005, vol.13, no. 4, pp.253-267

WELLS P., ORSATO R. J.

**Redesigning the Industrial Ecology of the Automobile**

Journal of Industrial Ecology, 2005, vol.9, no. 3, pp.15-30

RANDJELOVIC J., O'ROURKE A. R., ORSATO R. J.

**The emergence of green venture capital**

Business Strategy and the Environment, 2003, vol.12, no. 4, pp.240-253

ORSATO R. J., DEN HOND F., CLEGG S. R.

**The Political Ecology of Automobile Recycling in Europe**

Organization Studies, 2002, vol.23, no. 4, pp.639-665

ORSATO R. J., CLEGG S. R.

**The Political Ecology of Organizations**

Organization & Environment, 1999, vol.12, no. 3, pp.263-279

---

## MONOGRAFIE O TRATTATI SCIENTIFICI

ORSATO R. J.

**Sustainability Strategies: When does it pay to be green?**

Palgrave Macmillan, , 2009

---

## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

ORSATO R. J., BARAKAT S. R., CAMPOS J. G. F.

**Sustainability Strategies: Research and Practice in International Business** in *The Oxford Handbook of International Business Strategy*

K. Mellahi, K. Meyer, R. Narula, I. Surdu, A. Verbeke (a cura di), Oxford University Press, pp.537-561, 2020

GARCIA A. S., MENDES-DA-SILVA W., ORSATO R. J.

**Corporate Sustainability, Capital Markets, and ESG Performance** in *Individual Behaviors and Technologies for Financial Innovations*

Wesley Mendes-Da-Silva (a cura di), Springer International Publishing, pp.287-309, 2019

MANTOVANI W., ORSATO R. J., UEHARA T.

**Missão, estrutura organizacional e performance: uma análise de projetos de conservação ambiental envolvendo ONGs e o Estado de São Paulo** in *Novos Paradigmas, Práticas Sociais e Desafios para a Governança Ambiental*

Pedro Roberto Jacobi (a cura di), Annablume Editora, pp.495-526, 2012

ORSATO R. J., DIJK M., KEMP R., YARIME M.

**The Electrification of Automobility: The Bumpy Ride of Electric Vehicle Toward Regime Transition** in *Automobility in Transition? A Socio-Technical Analysis of Sustainable Transport*

Frank Geels, Rene Kemp, Jeoff Dudley, Glenn Lyons (a cura di), Routledge, chap. 10, pp.205-228, 2012

WELLS P., NIEUWENHUIS P., ORSATO R. J.

**The Nature and Causes of Inertia in the Automotive Industry: Regime Stability and Non- Change** in *Automobility in Transition? A Socio Technical Analysis of Sustainable Transport.*

Frank Geels, Rene Kemp, Jeoff Dudley, Glenn Lyons (a cura di), Routledge, chap. 6, pp.123-139, 2012

ORSATO R. J., PERREY R., NORTH-SAMARDZIC A., DUNPHY D.

**Lend Lease Australia The Green Building Strategy** in *Strategic Management: Thinking Analysis, Action*

Graham Hubbard, John Rice, Paul W. Beamish (a cura di), Pearson, chap. 504-515, 2007

ORSATO R. J.

**Future Imperfect? The Enduring Struggle for Electric Vehicles** in *The Business of Sustainable Mobility. From Vision to Reality*

Paul Nieuwenhuis, Philip Vergragt, Peter Wells (a cura di), Routledge, pp.35-44, 2006

JERMIE J., FORBES L., BENN S., ORSATO R. J.

**The New Corporate Environmentalism and Green Politics** in *Handbook of Organization Studies, 2nd Ed.*

Stewart Clegg, Cynthia Hardy, Tom Lawrence, Walter Nord (a cura di), SAGE Publications, pp.618-650, 2006

ORSATO R. J.

**The Ecological Modernization of Organizational Fields: a framework for analysis** in *Stakeholders, the Environment and Society*

Sanjay Sharma, Mark Starik (a cura di), Edward Elgar Publishing, chap. 12, pp.270-306, 2004

---

## CASI PUBBLICATI IN COLLANE INTERNAZIONALI

ORSATO R. J., FALCAO H., VAN WASSENHOVE L., LOEW WEISS R., MCNICHOLAS M. P., SANCHES G.

**The Palm Oil Dilemma**

2014, INSEAD Case Studies, Fontainebleau, Francia

ORSATO R. J., VAN WASSENHOVE L.

**Velib': Sustainable Market Space?**

2010, INSEAD Case Studies, Fontainebleau, Francia

VAN WASSENHOVE L., ORSATO R. J., HEMNE S.

**Mobility Innovation for a Better Place**

2009, INSEAD Case Studies, Fontainebleau, Francia

ORSATO R. J., WELLS P., VAN WASSENHOVE L.

**Eco-Entrepreneurship - TH!NK's Bumpy Ride**

2008, INSEAD Case Studies, Fontainebleau, Francia

ORSATO R. J., VON ZUBEN F., VAN WASSENHOVE L.

**Empowering the Bottom of the Pyramid via Product Stewardship: Tetra Pak Entrepreneurial Networks in Brazil**

2007, INSEAD Case Studies, Fontainebleau, Francia

ORSATO R. J., MCCORMICK K.

**Eco-Activism: Greenpeace, the Oil Industry and the Stuart Oil Shale Project in Australia**

2006, INSEAD Case Studies, Fontainebleau, Francia

ORSATO R. J., OSTROM A.

**Eco-Branding: The Case of Änglamark**

2003, INSEAD Case Studies, Fontainebleau, Francia

---

## NOTE DI RICERCA O BREVI ARTICOLI SU RIVISTA

ORSATO R. J., BARAKA S., DE CAMPOS J. G.

**O diferencial de ir além**

2019, GV Executivo, Brasile

ORSATO R. J.

**Choosing the Right Environmental Investment Strategy**

2007, Business Digest Magazine

---

## PROCEEDINGS/PRESENTATIONS

ORSATO R. J.

**Digital Business Platforms for Sustainability: an exploratory framework**

*14th OS Workshop Technology and organization 23-25 May, 2019, Mykonos, Grecia*

ORSATO R. J.

**Business Platforms for Sustainability**

*SASE Conference. Global Reordering: prospects for equality, democracy and Justice, June 23-25 2018, Kyoto, Giappone*

ORSATO R. J., BARAKAT S., CAMPOS G.

**Social Learning for Adaptation to Climate Change**

*Academy of Management Proceedings - AoM Annual Meeting, 5-9 August 2016, Anaheim, CA, Stati Uniti d'America*

ORSATO R. J., BARAKAT S., CAMPOS G.

**Communities of Practice for Organizational Adaptation to Climate Change**

*32nd EGOS Colloquium Proceedings, 7-9 July, 2016, Napoli, Italia*

ORSATO R. J.

**Organizational Adaptation to Climate Change: Learning to Anticipate in the Brazilian Energy Sector**

*Academy of Management Annual Meeting, 8-12 August 2015, Vancouver, Canada*

ORSATO R. J.

**Sustainable Mobility**

*Oikos FutureLab 2011. November 15, 2011, St Gallen, Svizzera*

ORSATO R. J.

**Corporate Social Entrepreneurship**

*Challenge Social Innovation Conference, 20 September, 2011, Wien, Austria*

ORSATO R. J.

**Inovação de Valor Sustentável**

*Seminário de Administração da Produção, Logística e Operações Internacionais - SIMPOI, 26 August 2011, São Paulo, Brasile*

DOCTORI-BLASS V., ORSATO R. J.

**When does it Pay to Electrify Auto-mobility?**

*The 6th International Conference of the International Society for Industrial Ecology (ISIE), 7-10 June 2011, Berkeley, CA, Stati Uniti d'America*

CHOCTEAU V., DRAKE D., KLEINDORFER P., ROSET A., ORSATO R. J.

**Collaborative Innovation for Sustainable Fleet Operations: The Electric Vehicle Adoption Decision**

*22nd Conference of the Production and Operation Management Society (POMS), 29 April–2 May 2011, Reno, NV, Stati Uniti d'America*

ORSATO R. J.

**Product Stewardship in the Packaging Industry: The case of Tetra Pak Brazil**

*International Society for Industrial Ecology Conference, 17-20 June, 2007, Toronto, Canada*

ORSATO R. J.

**Competitive Rationales for Strategic Environmental Management**

*Academy of Management Meeting, 5-10 August 2005, Honolulu, Hawaii, Stati Uniti d'America*

ORSATO R. J.

**Radical Reformism: reconciling risk society and ecological modernization**

*GRONEN Workshop, 20-23 April, 2004, Granada, Spagna*

ORSATO R. J.

**The Political Ecology of Vehicle Recycling in Europe**

*The Academy of Management Conference: Symposia Powering Networks: Networks of Power and Power of Networks, 9-14 August, 2002, Denver, CO, Stati Uniti d'America*

RANDJELOVIC J., ORSATO R. J., O'ROURKE A.

**The Emergence of Green Venture Capital**

*Proceedings of 10th International conference of Greening of Industry, 23-26 June 2002, Göteborg, Svezia*

ORSATO R. J.

**Radical Reformism: Embedding Industrial Ecology into Modernity**

*The Inaugural Meeting of the International Society for Industrial Ecology (ISIE) 12-14 November, 2001, Leiden, Paesi Bassi*

ORSATO R. J., O'ROURKE A., ZINGALES F.

**Environmental and Socio-related Balanced Scorecard: Towards a Conceptual framework**

*Proceedings of The Ninth Annual Business Strategy and the Environment Conference. 10-11 September 2001, Leeds, Gran Bretagna*

ORSATO R. J.

**Market Advantage and Environmental Strategies of Firms: Competitive Rationales for Proactive Environmental Management.**

*Proceeding of the Ninth Greening of Industry Conference, 21-25 January 2001, Bangkok, Thailandia*

ORSATO R. J.

**The Ecological Competence of Organizations**

*16th EGOS Colloquium. Sub-theme 8: Management Towards Sustainability, 2-4 July 2000, Helsinki, Finlandia*

CLEGG S., ORSATO R. J.

**The Political Ecology of Organizations: Framing Environment-Competitiveness Relationships**

*Academy of Management Conference, 6-11 August, 1999, Chicago, IL, Stati Uniti d'America*

ORSATO R. J.

**The Ecological Modernization of Organizational Fields**

*14th EGOS Colloquium. Sub-theme 6: Environmental Issues in Organizations, 9-11 July 1998, Maastricht, Paesi Bassi*

DEN HOND F., CLEGG S., ORSATO R. J.

**Recycling Organizations Studies**

*13th EGOS Colloquium: Organizational Responses to Environmental Changes., 3-5 July 1997, Budapest, Ungheria*

CLEGG S., ORSATO R. J.

**The Political Context of Environment-Competitiveness Relationships**

*Proceeding of the ANZAM-96 Conference, 4-7 December, 1996, Wollongong, Australia*

CLEGG S., ORSATO R. J.

**The Ecological Accountability of Organizations**

*The Fourth Biennial Meeting of the International Society for Ecological Economics, 9-14 August 1996, Boston, MA, Stati Uniti d'America*

---

## VOCI (IN DIZIONARIO O ENCICLOPEDIA)

ORSATO R. J.

**Environmental Challenges in Organizations** in *International Encyclopedia of the Social and Behavioral Sciences*.

N. J. Smelser, P. B. Baltes (a cura di), Elsevier, pp.4590-4592, 2001

---

## WORKING PAPERS

ORSATO R. J., O'ROURKE A., ZINGALES F.

**Environmental and Socio-related Balanced Scorecards: Exploration of Critical Issues (2002/47/CMER)**

2002, INSEAD Working Paper, Francia

ORSATO R. J., O'ROURKE A., RANDJELOVIC J.

**The Emergence of Green Venture Capital (2002/51/CMER)**

2002, INSEAD Working Paper, Francia

---