

# IOANNIS IOANNOU

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## ACADEMIC APPOINTMENTS

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May 2016 – present	Associate Professor (with tenure) of Strategy and Entrepreneurship <b>London Business School</b>
Sept 2021 – May 2022	Visiting Associate Professor of Management <b>Miami Herbert Business School</b>
Aug 2009 – Apr 2016	Assistant Professor of Strategy and Entrepreneurship <b>London Business School</b>
Feb 2012 – May 2012	Visiting Scholar <b>Harvard Business School</b>

## EDUCATION

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2009	<b>PhD Business Economics</b> , Harvard University
2008	<b>M.A. Economics</b> , Harvard University
2003	<b>B.A. Economics and Mathematics</b> , <i>magna cum laude</i> , Yale University

## ADVISORY BOARD POSITIONS (selected)

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Aug 2021 – present	Sustainability Advisory Panel, Co-Chair <b>Merck KGaA</b>
Nov 2020 – present	ESG Advisory Board <b>DWS Group</b>
May 2023 – present	Member of Advisory Council <b>European Institute of Management and Finance (EIMF)</b>
Sept 2018 – present	Member of Expert Network - Sustainable Development <b>World Economic Forum (WEF)</b>

## PUBLICATIONS

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1. “CSR Decoupling within Business Groups and the Risk of Perceived Greenwashing” with Vlad-Andrei Porumb, Joel Bothello and Yasemin Karaibrahimoglu, *Strategic Management Journal*, 2023, Vol. 44, No 13, pp. 3217-3251
2. “Retrospective: What Drives Corporate Social Performance? The Role of Nation-Level Institutions”, with G. Serafeim (HBS), *Journal of International Business Studies*, 2023, vol. 54: p. 14-23
  - Retrospective on 2012 paper, [JIBS 2022 Decade Award Winner](#)

3. "The Impact of Perceived Greenwashing on Customer Satisfaction and the Contingent Role of Capability Reputation" with G. Kassinis (UCY) and Y. Papagiannakis (AUEB), **Journal of Business Ethics**, 2022, p. 1-15
4. "Strategic Management During the Financial Crisis: How Firms Adjust their Strategic Investments in Response to Credit Market Disruptions", with C. Flammer (BU), **Strategic Management Journal**, 2021, Vol. 42, No 7, pp. 1275-1298
  - [Top cited](#) SMJ article 2021-2022
5. "Willing and Able: A General Model of Organizational Responses to Normative Pressures", with O. Hawn (UNC) and R. Durand (HEC Paris), **Academy of Management Review**, 2019, Vol. 44, No. 2, pp. 299-320
6. "Redefining Strategy in the Age of Sustainability and Social Responsibility", with O. Hawn (UNC), *book chapter in Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives* 2019
7. "The Consequences of Mandatory Corporate Sustainability Reporting: Evidence from Four Countries", with G. Serafeim (HBS), *book chapter in Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives* 2019
8. "Mind the Gap: The Interplay Between Internal and External Actions in the Case of Corporate Social Responsibility", with O. Hawn (UNC), **Strategic Management Journal**, December 2016, 37(13): 2569-2588
9. "The Effect of Target Difficulty on Target Completion: The Case of Reducing Carbon Emissions", with, X. Li (HBS) and G. Serafeim (HBS), **The Accounting Review**, September 2016, Vol. 91, No. 5, pp. 1467-1492
10. "The Impact of Corporate Social Responsibility on Investment Recommendations: Analysts' Perceptions and Shifting Institutional Logics", with G. Serafeim (HBS), **Strategic Management Journal**, July 2015, 36(7): 1053-1081
  - Ranked as [#6 most cited paper](#) in the Strategic Management Journal for the 2014-2018 period
11. "The Impact of Corporate Sustainability on Organizational Processes and Performance", with G. Serafeim (HBS), and R. Eccles (HBS), **Management Science**, November 2014, Vol. 60 (11): 2835-2857
  - Ranked as [#2 most cited paper](#) in Management Science for the 2014-2018 period
12. "When Do Spinouts Enhance Parent Firm Performance? Evidence from the US Automobile Industry 1890-1986", **Organization Science**, 2014, Vol. 25(2): 529-551.
13. "Corporate Sustainability and Access to Finance", with G. Serafeim (HBS) and B. Cheng (HBS), **Strategic Management Journal**, 2014, Lead Article, 35(1): 1-23.
  - Ranked as [#1 most cited paper](#) in the Strategic Management Journal for the 2014-2018 period
14. "What Drives Corporate Social Performance? The Role of Nation-Level Institutions", with G. Serafeim (HBS), **Journal of International Business Studies**, 2012, Vol. 43: 834-864
  - Winner of The 2022 JIBS Decade Award. Official award announcement [here](#).
15. "Effects of Capacity on Sales Under Alternative Supply Contracts", with Julie H. Mortimer and Richard Mortimer, **Journal of Industrial Economics**, Volume 59, Issue 1, March 2011, p.117.
16. "A Textbook Example of International Price Discrimination", with C. Cabolis, S. Clerides and D. Senft, **Economic Letters**, Volume 95, Issue 1, April 2007, p.91.

Citation Count / Impact as of March 24<sup>th</sup>, 2024

Google Scholar: **13,771**

Web of Science (ResearcherID): **4,298**

SSRN Author Page: [http://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=521461](http://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=521461)

Google Scholar Page: <http://scholar.google.co.uk/citations?user=JnUyhAwAAAAJ&hl=en>

ORCID: <https://orcid.org/0000-0002-5945-4870>

## WORKING PAPERS

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1. “Peer Responses to Environmental Regulatory Sanctions: Environmental Lobbying and Green Innovation”, with Wei Shi (MHBS) and Boshuo Li (MHBS), **reject and resubmit** at *Strategic Management Journal*
2. “Organizational Responses to Environmental, Social and Governance Issues”, with O. Hawn (UNC) and R. Durand (HEC Paris), **under review** at *Administrative Science Quarterly*
3. “Sustainability-based Differentiation: Maintaining Competitive Advantage in the Face of Industry Convergence” with G. Serafeim (HBS), **preparing for submission**.
4. “Gaming and the Decay of Organizational Evaluation Systems”, with J. Bothello (Concordia) and Leandro Bonfim (Freeman), **working paper**.
5. “Talk Is Not Always Cheap: What Firms Say, How They Say It, And Social Performance”, with D. Crilly (LBS), **working paper**.

## NASCENT and LONG-TERM PROJECTS

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1. “Addressing Global Environmental, Social and Governance Challenges: The Role of VC-funded Entrepreneurial Start-ups,” with Luisa Alemany (LBS) and Olenka Kacperczyk (LBS)

## OTHER PUBLICATIONS

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- [“How Leaders Can Create a Purpose-Driven Culture”](#), with Rodolphe Durand, *Harvard Business Review*, November 2023
- [“How Some Companies Avoid Accusations of Greenwashing”](#), with Vlad-Andrei Porumb, Joel Bothello and Yasemin Karaibrahimoglu, *Harvard Business Review*, September 2023
- [“How Greenwashing Affects the Bottom Line”](#), with G. Kassinis (UCY) and G. Papagiannakis (AUEB), *Harvard Business Review*, July 2022
- [“How VCs Can Help Startups Set \(and Meet\) ESG Goals”](#), with L. Alemany (LBS) and O. Kacperczyk (LBS), *Harvard Business Review*, January 2022
- [“Save or Invest? How Companies Should Navigate Recessions”](#), with C. Flammer (Columbia), *Harvard Business Review (online)*, May 2019

- [“Yes, Sustainability Can Be A Strategy”](#), with G. Serafeim (HBS), *Harvard Business Review*, February 2019
- “The Impact of Different Types of Spinoffs on Firm Survival: US Automobile Industry 1890-1986”, **Best Paper Proceedings of the Academy of Management (2009) and Distinguished Student Paper Award, Academy of Management (2009) – BPS Division**
- “The Impact of Corporate Social Responsibility on Investment Recommendations”, with G. Serafeim (HBS), **Best Paper Proceedings of the Academy of Management (2010) – SIM Division**
- “Do Actions Speak Louder Than Words? The case of CSR!”, with O. Hawn (BU), **Best Paper Award and Best Paper Proceedings of the Academy of Management (2012) – SIM Division**
- “Different Shades of Green: A General Model of Organizational Responses to Normative Pressures”, with R. Durand (HEC Paris) and O. Hawn (UNC), **Best Paper Proceedings of the Academy of Management (2016) – ONE Division**
- “Drivers of Corporate Sustainability and Implications for Capital Markets”, with G. Serafeim (HBS), 2010, in [“The Landscape of Integrated Reporting; reflections and next steps”](#), edited by Robert G. Eccles, Beiting Cheng and Daniela Saltzman, Cambridge, MA

## TEACHING MATERIALS

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- “Flakk Group (A): Hexagon Purus – Fuelling the Future”, with Nick Mickshik, *LBS Case, CS-24-006*
- “Flakk Group (B): Norwegian Hydrogen”, with Nick Mickshik, *LBS Case, CS-24-007*
- “Lark & Berry: The diamond disruptors”, with Nick Mickshik, *LBS Case (and Teaching Note), CS-23-020*
- SPOC: Sustainability Leadership and Corporate Responsibility ([www.london.edu/SLCR](http://www.london.edu/SLCR))
- “Treeapp: Plant a Tree for Free, Every Day”, with Nick Mickshik, *Case Center (821-0113-1)*
- “DESSO (A) – Taking on the Sustainability Challenge”, with Amandine Ody-Brasier. *LBS Case CS-11-029*
- “DESSO (B) – Going Forward”, with Amandine Ody-Brasier. *LBS Case CS-11-030*
- “Tarkett – The Challenge of Implementing Corporate Values” with N. Deakin and A. Kapacinkaite

## HONORS AND AWARDS

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2023	Included as #7 in Analytica’s “Who’s Who in ESG? Top 50 Influencers to Follow”
2022	“Highly Cited Researcher” – Ranked as the top 0.1% of the world’s researchers, in 21 research fields and across multiple fields by Clarivate (Web of Science)
2022	Awarded “The JIBS 2022 Decade Award” for 2012 JIBS published paper titled “What Drives Corporate Social Performance? The Role of Nation-Level Institutions”, with G. Serafeim (HBS)
2021	Co-Chair, Sustainability Advisory Panel, Merck KGaA
2020	ESG Advisory Board Member, DWS Group; asset management industry \$900b AUM
2020	Member of the Stakeholder working group of the Treasury’s Asset Management Taskforce
2020	Member of Advisory Board: Sustainable Risk Assessment Framework (SRAF)

2019	Outstanding Member – Best Reviewer Award: Strategic Management Journal, Editorial Board
2017	Emerald Citations of Excellence 2017 Award for paper CSR and Access to Finance (SMJ, 2014)
2016	2016 ARCS Emerging Sustainability Scholar Award
2016	2016 ARCS Outstanding Paper Award (for Durand, Hawn and Ioannou (2016))
2016	Durand, Hawn, and Ioannou (2016): Best Paper Proceedings of the Academy of Management – ONE
2016	Member of Advisory Board: Ethical Corporation
2015	Outstanding Member Award: Strategic Management Journal Editorial Board
2015	Member of UK Network Rail’s External Transparency Challenge Panel
2014	Member of Prosperity Panel, advising the Minister of the Environment of Northern Ireland
2013	Short-listed for Thinkers 50 Future Thinker Award
2012	Hawn & Ioannou (2011): Best Paper Award SIM Division - Academy of Management (2012)
2011	Best Conference Paper, PRI-Mistra/SIRP Academic Conference, United Nations PRI
2011	Best Reviewer Award, Academy of Management 2011, SIM Division
2010	Ioannou & Serafeim (2010): Best Paper Proceedings of the Academy of Management (2010) – SIM
2009	Ioannou (2008): Distinguished Student Paper Award, BPS Division, Academy of Management 2009
2009	Ioannou (2008): Best Paper Proceedings of the Academy of Management (2009) – BPS Division
2006	Nominated for Bok Prize, awarded to Best Teaching Fellow across all Harvard departments
2005-2006	Three Certificates for Distinction in Teaching, Bok Center, Harvard University
2003-2008	Harvard Business School (Wyss) Doctoral Student Fellowship
1999-2003	CASP / Fulbright Scholar, full scholarship for undergraduate degree

## RESEARCH AND TEACHING INTERESTS

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### Research Interests:

- Corporate Sustainability
- Corporate Social Responsibility
- Financial Markets / Asset Management
- ESG Integration
- Sustainability/ESG Reporting

### Teaching Interests:

- Sustainability
- Corporate Social Responsibility
- General Management
- Business Strategy
- Disruptive Innovation

## ACADEMIC/EDITORIAL SERVICE

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- *Associate Editor:* Strategic Management Journal (2020 – present)
  - *Associate Editor:* Management Science (Sustainability) (2024 – present)
  - *Editorial Board:* Academy of Management Perspectives (2018 – present)
  - *Senior Editor:* Organization & Environment (2016-2020)
  - *Consulting Editors Board:* Journal of International Business Studies (JIBS) (2023-present)
  - *Editor:* Accountability in a Sustainable World Quarterly (2022-present)
  - Board Member of Alliance for Research in Corporate Sustainability (ARCS)
  - Elected: *Representative-At-Large* (2016-2018) of the Stakeholder Strategy Interest Group, SMS

- Member of Academy of Management
- Member of Strategic Management Society
- Core Academic Team (2012-2015): Schmidt-MacArthur Fellowship on Circular Economy
- Member of Deloitte Institute of Innovation and Entrepreneurship at London Business School
- Ad hoc reviewer: *Academy of Management Review*, *Management Science*, *Journal of Business Ethics*, *Journal of Cultural Economics*, *Journal of International Business Studies*, *Journal of Strategy and Management*, *Industrial and Corporate Change*, *Journal of Corporate Finance*, *Organization Studies*, *Journal of Management Studies*, *Journal of Banking and Finance*, *MIT Sloan Business Review*.

## PROFESSIONAL EXPERIENCE

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May 07	Aug 07	Associate / PhD Intern, Strategy Team, Analysis Group, Boston, MA
Jun 03	Aug 03	Research Analyst, Synovate International Ltd, Nicosia Cyprus
Jul 01	Aug 01	Summer Intern, Société Générale Cyprus Ltd, Nicosia, Cyprus
Jun 00	Aug 00	Market Analyst Intern, Middle East Market Research Bureau (MEMRB), Nicosia, Cyprus
Jul 97	Aug 99	Adjunct to Hear Personnel Officer, National Guard, Army of the Republic of Cyprus

## LANGUAGES

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- Greek: Native Speaker, English: Fluent, French: Fluent, Turkish: Beginner

## IN THE MEDIA (selected)

- 
- Featured story on [Business Ethics blog](#) about the impact of CSR on analysts' recommendations, found [here](#)
  - « L'entrepreneuriat Socialement Responsable augmente la valeur de l'entreprise », interview in French and translated in Flemish, for two major Belgian news papers, *De Tijd* and *L'Echo* (in French and Dutch).
  - "La RSE est une nouvelle forme de business model", interview with Christophe Lo Giudice (Chief Editor) for a major HR publication in Belgium, "[Peoplesphere – Finance Management](#)" about our work on corporate social responsibility (in French).
  - "[Alpha for high sustainability companies after 3 years, says major Harvard/LBS research report. RI talks to the professors behind long-term corporate sustainability findings](#)", *Responsible Investor*, Nov 15<sup>th</sup> 2011
  - Quoted in "[A Manifesto for Sustainable Capitalism; How business can embrace environmental, social and governance metrics](#)", Al Gore and David Blood, *The Wall Street Journal: Opinion*, Dec 14<sup>th</sup>, 2011
  - Quoted in "[Gore Advocates 'Sustainable Capitalism' as Harvard Shows Returns](#)", *Bloomberg Sustainability*, Dec 14<sup>th</sup>, 2011
  - Authored Op.Ed. "[Is sustainability now the key to corporate success?](#)", *The Guardian*, Jan 6<sup>th</sup>, 2012
  - "[Can we really trust today's businesses?](#)", *Bloomberg (Management Blog)*, August 14<sup>th</sup>, 2012
  - "Interview with Accenture's Institute for High Performance", December, 2013
  - "Pretty Green", *Business Strategy Review*, March 2014
  - "[Are business schools failing to teach sustainability?](#)" *The Guardian Sust. Business* (podcast), May 2014
  - "The Sustainability Agenda", *Business Strategy Review*, September 2014
  - "FedEx Access: Q&A with Prof. Ioannis Ioannou", *FedEx Access*, October 2014
  - [Sustainability: From Surviving to Thriving](#), *Forbes (blog)*, May 2015
  - Interview with BBC World News on VW Scandal, *BBC World News*, Oct 2015
  - The cast iron case for business sustainability, Podcast on The Sustainability Agenda, Sept 2016
  - [Apple's Tax Debate: Getting To The Core Of The Matter](#), *Forbes (blog)*, Sept 2016

- [Four Principles – Translating Purpose Into Practice](#), *LBSR*, Nov 2016
- [Sustainability post-Brexit: the great invisible issue](#), *LBSR*, Apr 2017
- [Under Pressure: helping executives respond to CSR demands](#), *LBSR*, Nov 2017
- [The Rise of The Responsible Organization](#), TED-like talk at LBSBDI Inaugural Summit, Dec 2017
- [Why it pays to be socially responsible in business](#), *LBSR*, July 2018
- [Responsible leadership How and why has business embraced responsibility?](#), *LBSR PodCast*, Nov 2018
- [Thinking ahead: AI and automating corporate ethics](#), Think LBS, Feb 2019
- Webinar: [Leading through a pandemic: lessons from the Great Recession](#), April 2020
- [Podcast interview with The Sustainability Agenda](#), May, 2020
- [Educating Boards and Executives on ESG: Interview with Ioannis Ioannou](#), May 2020
- [Sustainability: from buzzwords to business strategy](#), Think LBS, Oct 2021
- [Energy Crisis Should Not Force Nations to Sacrifice Green Targets](#), *Forbes*, Apr 2022
- [ESG is Not a Distraction](#), *Board Agenda*, July 2022
- [The Climate Crisis and the Need to Reimagine Our Global Institutions](#), *Forbes*, Aug 2022
- [Pride And Prejudice: The Corporate Struggle For LGBTQ+ Rights](#), *Forbes*, May 2023
- [Firms must not let the fear of greenwashing allegations inhibit their sustainability work](#), *Raconteur*, Jun 2023
- [Navigating The Crossroads: How COP28 Could Shape Business Climate Strategy](#), *Forbes*, Nov 2023

## Executive Biography

As a leading expert in sustainability and corporate social responsibility (CSR), Professor Ioannou's research provides valuable insights into the challenges and opportunities businesses face in building a sustainable future. His award-winning academic work on ESG integration and investment community perception has positioned him as a thought leader in the field.

His engagement with leading companies, Boards, and executives is extensive, providing valuable insights into the challenges and opportunities that a transition to Sustainability Leadership generates for both companies and investors. As a sought-after speaker and advisor, he has delivered numerous keynote speeches globally at high-profile events and industry conferences, and his work has been featured in popular and managerial press outlets worldwide.

Ioannis is deeply engaged with the world of practice and his expertise has earned him a place on several advisory boards, including the Sustainability Advisory Panel of Merck KGaA, and the ESG Advisory Board of the DWS Group. He is also a member of the World Economic Forum (WEF) Expert Network, where he provides expert advice on Sustainable Development.

As a recognized authority in corporate sustainability, ESG, and strategy across various social media rankings, Professor Ioannou's insights and expertise have also earned him recognition as one of the top social media influencers around the world for responsible business and sustainability issues.

His research is published in top-tier peer-reviewed academic journals, such as the *Strategic Management Journal*, *Academy of Management Review*, and *Management Science*. He is the most cited scholar of his graduating cohort and consistently ranks in the top 100 authors on the social science research network (SSRN). He is also an Associate Editor of the *Strategic Management Journal*.

Professor Ioannou holds a magna cum laude degree in Economics and Mathematics from Yale University and a Ph.D. in Business Economics from Harvard University and the Harvard Business School. He is currently an Associate Professor with tenure at LBS and teaches on various degree programs, and he is also a regular contributor to numerous LBS executive education programs, including modules on Responsible Business and Sustainability.

Professor Ioannou's 6-week online course on Sustainability Leadership and Corporate Responsibility ([www.london.edu/SLCR](http://www.london.edu/SLCR)) has enrolled more than 500 senior leaders and Board members from around the world, empowering them to become transformational change agents and achieve positive social impact.