**IOANNIS IOANNOU**

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| London Business School  SE Area, Office S326  Sussex Place, Regent's Park  London NW1 4SA | Phone: +44 (0) 20 7000 8748  Email: iioannou@london.edu  Web: [www.ioannou.us](http://www.ioannou.us)  Web: [www.linkedin.com/in/iioannoulbs](http://www.linkedin.com/in/iioannoulbs) |

**ACADEMIC APPOINTMENTS**

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

**ADVISORY BOARD POSITIONS (selected)**

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| Aug 2021 – present  Jan 2021 – present  Dec 2020 – present  Nov 2020 – present | Sustainability Advisory Panel, Co-Chair  **Merck KGaA**  Member of Advisory Board  **AXS Institute for Sustainable Investing**  Strategic Advisor  **VeriStell Institute**  ESG Advisory Board  **DWS Group** |

**EDUCATION**

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| --- | --- |
| 2009  2008  2003 | **PhD Business Economics**, Harvard University  **M.A. Economics,** Harvard University  **B.A. Economics and Mathematics,** *magna cum laude,* Yale University |

**PUBLICATIONS**

1. “Retrospective: What Drives Corporate Social Performance? The Role of Nation-Level Institutions”, with G. Serafeim (HBS), ***Journal of International Business Studies***, 2023, ***forthcoming***
2. “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
3. “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*](https://www.linkedin.com/posts/iioannoulbs_academicresearch-impact-thoughtleadership-activity-7033832455518212096-dn1j?utm_source=share&utm_medium=member_desktop) *SMJ article 2021-2022*
4. “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
5. “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
6. “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
7. “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
8. “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*
9. “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*](https://scholar.google.com/citations?hl=en&vq=bus&view_op=list_hcore&venue=ZUA-Xu9xXM4J.2019) *in the Strategic Management Journal for the 2014-2018 period*
10. “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*](https://scholar.google.com/citations?hl=en&vq=bus&view_op=list_hcore&venue=_k3FK-12ZpwJ.2019) *in Management Science for the 2014-2018 period*
11. “When Do Spinouts Enhance Parent Firm Performance? Evidence from the US Automobile Industry 1890-1986”, ***Organization Science,***2014, Vol. 25(2): 529-551.
12. “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*](https://scholar.google.com/citations?hl=en&vq=bus&view_op=list_hcore&venue=ZUA-Xu9xXM4J.2019) *in the Strategic Management Journal for the 2014-2018 period*
13. “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*](https://resource-cms.springernature.com/springer-cms/rest/v1/content/16562916/data/v3)*.*
14. “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.
15. "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 February 27th, 2023

Google Scholar: **10,761**

Web of Science (ResearcherID): **3,344**

SSRN Author Page:<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>

**WORKING PAPERS**

1. “Greenwashing from Spillovers: CSR Decoupling Within Business Groups” with Vlad-Andrei Porumb, Joel Bothello and Yasemin Karaibrahimoglu, *Strategic Management Journal,* ***Revise & Resubmit***
2. “Peer Responses to Environmental Regulatory Sanctions: Environmental Lobbying and Green Innovation”, with Wei Shi (MHBS) and Boshuo Li (MHBS), ***under review***
3. “Organizational Responses to Environmental, Social and Governance Issues”, with O. Hawn (UNC) and R. Durand (HEC Paris), ***under review***
4. “Sustainability-based Differentiation: Maintaining Competitive Advantage in the Face of Industry Convergence” with G. Serafeim (HBS), ***under review***
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**

1. “Addressing Global Environmental, Social and Governance Challenges: The Role of VC-funded Entrepreneurial Start-ups,” with Luisa Alemany (LBS) and Olenka Kacperczyk (LBS)
2. “Reimaging the New Normal: Implications for Institutions and Organisational forms” with O. Hawn (UNC) and R. Durand (HEC Paris)

**OTHER PUBLICATIONS**

* “[How Greenwashing Affects the Bottom Line](https://hbr.org/2022/07/how-greenwashing-affects-the-bottom-line?ab=hero-subleft-1)”, with G. Kassinis (UCY) and G. Papagiannakis (AUEB), *Harvard Business Review (online),* July 2022
* “[How VCs Can Help Startups Set (and Meet) ESG Goals](https://hbr.org/2022/01/how-vcs-can-help-startups-set-and-meet-esg-goals)”, with L. Alemany (LBS) and O. Kacperczyk (LBS), *Harvard Business Review (online),* January 2022
* “[Save or Invest? How Companies Should Navigate Recessions](https://hbr.org/2019/05/save-or-invest-how-companies-should-navigate-recessions)”, with. C. Flammer (Columbia), *Harvard Business Review (online),* May 2019
* “[Yes, Sustainability Can Be A Strategy](https://hbr.org/2019/02/yes-sustainability-can-be-a-strategy)”, with G. Serafeim (HBS), *Harvard Business Review* *(online),* 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”,](http://www.smashwords.com/books/view/30930) edited by Robert G. Eccles, Beiting Cheng and Daniela Saltzman, Cambridge, MA

**TEACHING MATERIALS**

* 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  2022  2022  2021  2020  2020  2020  2019  2017  2016  2016  2016  2016  2015  2015  2014  2013  2012  2011 | Included as #7 in Onalytica’s “Who’s Who in ESG? Top 50 Influencers to Follow”  “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)  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)  Co-Chair, Sustainability Advisory Panel, Merck KGaA  ESG Advisory Board Member, DWS Group; asset management industry $900b AUM  Member of the Stakeholder working group of the Treasury's Asset Management Taskforce  Member of Advisory Board: Sustainable Risk Assessment Framework (SRAF)  Outstanding Member – Best Reviewer Award: Strategic Management Journal, Editorial Board  Emerald Citations of Excellence 2017 Award for paper CSR and Access to Finance (SMJ, 2014)  2016 ARCS Emerging Sustainability Scholar Award  2016 ARCS Outstanding Paper Award (for Durand, Hawn and Ioannou (2016))  Durand, Hawn, and Ioannou (2016): Best Paper Proceedings of the Academy of Management – ONE  Member of Advisory Board: Ethical Corporation  Outstanding Member Award: Strategic Management Journal Editorial Board  Member of UK Network Rail’s External Transparency Challenge Panel  Member of Prosperity Panel, advising the Minister of the Environment of Northern Ireland  Short-listed for Thinkers 50 Future Thinker Award  Hawn & Ioannou (2011): Best Paper Award SIM Division - Academy of Management (2012)  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  2006  2005-2006  2003-2008  1999-2003 | Ioannou (2008): Best Paper Proceedings of the Academy of Management (2009) – BPS Division  Nominated for Bok Prize, awarded to Best Teaching Fellow across all Harvard departments  Three Certificates for Distinction in Teaching, Bok Center, Harvard University  Harvard Business School (Wyss) Doctoral Student Fellowship  CASP / Fulbright Scholar, full scholarship for undergraduate degree |

**ACADEMIC SERVICE**

* *Consulting Editors Board*: Journal of International Business Studies (JIBS) (2023-present)
* *Editor: Accountability in a Sustainable World Quarterly* (2022-present)
* *Associate Editor:* Strategic Management Journal (2020 – present)
* *Editorial Board:* Academy of Management Perspectives
* *Senior Editor:* Organization & Environment (2016-2020)
* Elected: *Representative-At-Large* (2016-2018) of the Stakeholder Strategy Interest Group, SMS
* Ad hoc reviewer (selected): *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, Journal of Economic Behaviour and Organization, Organization Studies, Journal of World Business, Journal of Management Studies, Journal of Banking and Finance, Accounting and Business Research, Management International Review, Business & Society, Environment, Development and Sustainability, MIT Sloan Business Review.*
* Member of Academy of Management
* Member of Strategic Management Society
* Board Member of Alliance for Research in Corporate Sustainability (ARCS)
* Core Academic Team (2012-2015): Schmidt-MacArthur Fellowship on Circular Economy
* Member of Deloitte Institute of Innovation and Entrepreneurship at London Business School

**RESEARCH AND TEACHING INTERESTS**

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| Research Interests:   * Corporate Sustainability * Corporate Social Responsibility * Financial Markets / Asset Management * Green Strategies * Sustainability Reporting | Teaching Interests:   * Competitive Strategy * Corporate Social Responsibility * General Management * Corporate Strategy * General Management |

**PROFESSIONAL EXPERIENCE**

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

**LANGUAGES**

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

**IN THE MEDIA (selected)**

* Featured story on [Business Ethics blog](file:///C:\Documents%20and%20Settings\iioannou\My%20Documents\My%20Dropbox\Personal%20Info\business-ethics.com) about the impact of CSR on analysts’ recommendations, found [here](http://business-ethics.com/2010/09/10/1311-study-more-wall-street-analysts-buy-corporate-social-responsibility/)
* « 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](http://www.tijd.be/home) and [L’Echo](http://www.lecho.be/home) (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”](http://www.peoplesphere.be/fr) 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”](http://t.co/YczLMi0p), *Responsible Investor*, Nov 15th 2011
* Quoted in [“A Manifesto for Sustainable Capitalism; How business can embrace environmental, social and governance metrics”](http://online.wsj.com/article/SB10001424052970203430404577092682864215896.html?mod=WSJ_Opinion_LEADTop), Al Gore and David Blood, *The* *Wall Street Journal: Opinion*, Dec 14th, 2011
* Quoted in [“Gore Advocates ‘Sustainable Capitalism’ as Harvard Shows Returns”](http://www.bloomberg.com/news/2011-12-14/gore-advocates-sustainable-capitalism-as-harvard-finds-superior-returns.html), *Bloomberg Sustainability*, Dec 14th, 2011
* Authored Op.Ed. [“Is sustainability now the key to corporate success?”](http://www.guardian.co.uk/sustainable-business/sustainability-key-corporate-success), *The Guardian*, Jan 6th, 2012
* [“Can we really trust today’s businesses?”](http://www.businessweek.com/articles/2012-08-14/can-we-really-trust-today-s-businesses), *Bloomberg (Management Blog)*, August 14th, 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?”](http://www.theguardian.com/sustainable-business/audio/business-schools-sustainability-executive-training-podcast) *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](http://www.forbes.com/sites/lbsbusinessstrategyreview/2015/05/28/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](http://www.forbes.com/sites/lbsbusinessstrategyreview/2016/09/05/apples-tax-debate-getting-to-the-core-of-the-matter/#1cc25c963cb6), *Forbes (blog),* Sept 2016
* [Four Principles – Translating Purpose Into Practice](https://www.london.edu/faculty-and-research/lbsr/li-four-principles-translating-purpose-into-practice#.Wqf1TpPwa3U), *LBSR*, Nov 2016
* [Sustainability post-Brexit: the great invisible issue](http://ioannou.us/news/prof-ioannou-writes-on-sustainability-post-brexit:-the-great-invisible-issue/), *LBSR*, Apr 2017
* [Under Pressure: helping executives respond to CSR demands](https://www.london.edu/faculty-and-research/lbsr/under-pressure-helping-executives-respond-to-csr-demands#.Wqf1-5Pwa3U), *LBSR*, Nov 2017
* [The Rise of The Responsible Organization](https://youtu.be/7EquLX6mwbg), TED-like talk at LBSBDI Inaugural Summit, Dec 2017
* [Why it pays to be socially responsible in business](https://www.london.edu/faculty-and-research/lbsr/why-it-pays-to-be-socially-responsible-in-business), *LBSR*, July 2018
* [Responsible leadership How and why has business embraced responsibility?](https://www.london.edu/faculty-and-research/lbsr/responsible-leadership), *LBSR PodCast*, Nov 2018
* [Thinking ahead: AI and automating corporate ethics](https://www.london.edu/think/thinking-ahead-ai-algorithms-and-automating-corporate-ethics), Think LBS, Feb 2019
* Webinar: [Leading through a pandemic: lessons from the Great Recession](https://www.youtube.com/watch?v=XXYc7StiGg8&t=1s), April 2020
* [Podcast interview with The Sustainability Agenda](http://thesustainabilityagenda.com/episode-91-interview-ioannis-ioannou-professor-global-influencer-sustainability-corporations/), May, 2020
* [Educating Boards and Executives on ESG: Interview with Ioannis Ioannou](https://www.datamaran.com/blog/educating-boards-executives-esg-interview-ioannis-ioannou/), May 2020
* [Sustainability: from buzzwords to business strategy](https://www.london.edu/think/sus-sustainability-from-buzzwords-to-business-strategy), Think LBS, Oct 2021
* [Energy Crisis Should Not Force Nations to Sacrifice Green Targets](https://www.forbes.com/sites/lbsbusinessstrategyreview/2022/04/04/energy-crisis-should-not-force-nations-to-sacrifice-green-targets/?sh=53f53aed596c), *Forbes,* Apr 2022
* [ESG is Not a Distraction](https://boardagenda.com/2022/07/25/esg-is-not-a-distraction/), *Board Agenda,* July 2022
* [The Climate Crisis and the Need to Reimagine Our Global Institutions](https://www.forbes.com/sites/lbsbusinessstrategyreview/2022/08/03/the-climate-crisis-and-the-need-to-reimagine-global-institutions/?utm_term=dpTwitterBot&utm_source=TWITTER&utm_medium=social&utm_content=twitter_post&utm_campaign=dpTwitterBotForbesEurope), *Forbes,* Aug 2022

**Executive Biography**

Ioannis is a Professor, an Advisor, and a Keynote Speaker on Sustainability Leadership and Corporate Responsibility. Through his award-winning academic work, advisory roles, teaching, and engagement with executives, he focuses on understanding whether, how, and the extent to which companies and capital markets can lead on the path toward a sustainable future. More specifically, Prof. Ioannou is regarded as a leading authority on how companies strategically integrate environmental, social, and governance (ESG) factors into their processes and structures and how the investment community perceives, evaluates, and reacts to such corporate attempts to integrate ESG.

Ioannis graduated magna cum laude from Yale University, majoring in Economics and Mathematics, and holds a Ph.D. in Business Economics from Harvard University and the Harvard Business School. He is currently a tenured Associate Professor of Strategy and Entrepreneurship at London Business School.

Prof. Ioannou regularly publishes in top-tier peer-reviewed academic journals and he is the most highly cited Strategy scholar amongst his graduating cohort. In fact, he regularly ranks in the top 100 of authors on the social science research network (SSRN).

Among his numerous advisory roles, Ioannis is the Co-Chair of the Sustainability Advisory Panel of Merck KGaA, a member of the ESG Advisory Board of the DWS Group, a member of the World Economic Forum Experts Network specializing in Sustainable Development, and a member of the Advisory Board of AXS Investments Institute for Sustainable Investing.

He has also been recognized by several rankings as one of the top social media influencers on issues of corporate Sustainability and he is frequently quoted in articles in the press including outlets such as the Financial Times, Bloomberg, The Guardian, BBC, and Forbes, among others.

He has delivered numerous keynote speeches globally, for companies, high-profile events, and industry conferences, and he has presented his research at multiple academic conferences and universities around the world. Ioannis’ 6-week online course on Sustainability Leadership and Corporate Responsibility (www.london.edu/SLCR) has enrolled to date more than 500 senior leaders and Board members from around the world. It has empowered them to become transformational change agents and has enabled them to reconceptualize critical global challenges as sustainable growth opportunities and in so doing, to achieve positive social impact.