



MANAGEMENT

Maria-Giuseppina BRUNA

Dean for Research, Dissemination, and Impact, IPAG Business School ? Full Professor of Management, Accredited to Supervise Research ? Founder and Director of the IPAG Chair “Towards an Inclusive Company”

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[Complete CV](#)

Biography

Full Professor in Management & CSR Accredited to Supervise Research, an acknowledged specialist on CSR and diversity strategies driving, monitoring and assessment, organizational forecasting and inclusive management, as well as an expert of the Social/Environmental/Financial Performance relationship and social change impact, **Maria Giuseppina serves as Dean for Research, Dissemination, and Impact at the IPAG Business School**, where she sits at the Executive Committee.

Reporting to the Managing Director, she designs and supervises the school's "Research & Development, Dissemination & Knowledge Transfer" strategy as well as its "CSR – Equality-Diversity-Inclusion & Impact" policy. She endorses the hierarchical supervision of the IPAG's Research Axes, Research Chairs and Executive Education Department as well as of the "European Programs" Hub, the Entrepreneurship System, the Inter-Campus Library and the "Social Innovation & Inclusion" Task-force. She chairs the IPAG's European Projects Committee (in charge of discussing and arbitrating European Project opportunities as well as monitoring and evaluating a dozen European Projects in which the school is involved). **Jointly with the Dean for Faculty, she co-supervises and co-manages the IPAG's Permanent Faculty.**

As a member of the IPAG's Executive Committee, she leads or is involved many corporate projects (in the fields of strategic management, research funding, accreditation processes, resource optimization, HRM & EDI issues, *etc.*). In line with her personal values and congruently with her areas of expertise, **she leads the IPAG's "CSR, Equality-Diversity-Inclusion" policy**, awarded by the « PRME Advanced Signatory » status (since 2019), the BSIS [Business School Impact System] label (FNEGE-EFMD since 2020).

Prof. Maria Giuseppina Bruna has founded in 2016 and has been leading since the IPAG Chair "Towards an Inclusive Company", an international and interdisciplinary platform for basic, applied and action- research, scientific expertise, advisory missions, executive training, and academic production, addressing the challenges of inclusion, sustainability, agility, and resilience at work. In this framework, **she serves as Executive and Scientific Director of a dozen of action-research programs, carried out with the support of Institutions** [such as UNDP and European Commission] and Companies [such as: Foundation Equality-Gender Diversity and its sponsors: AXA, ENGIE, ORANGE, MICHELIN; Foundation MICHELIN; VYV Group; AGEFIPH; CFTC Transports; CBRE Group; TOTALEnergies Group; CAMFIL Group; FNCS...]. A senior scholar engaged in Research-to-Pedagogy-to-Business-to-Society, Prof. Bruna serves as Scientific Director of the IPAG Executive Masters "Management & CSR" and of the "Management & Ecological and Energy Transition" (IPAG/E5T).

An expert for the United Nation Platform for Road Safety and Sustainable Mobilities [UNRSF] she seats at the Executive Committee of the ENGIE's Foundation Acting for Employment and at the Advisory Committee of the French Association of Diversity Managers. Past member of the *Governmental Group of Experts on Struggle against Discriminations at Work*, she serves as a regular "Anti-discrimination, Diversity & Inclusion" Expert for French Ministries.

An Associate Editor of *Finance Research Letters* (ELSEVIER), an Associate Editor of *Journal of Knowledge Management*, a Deputy Editor-in-Chief of *Management & Sciences Sociales (Humanisme & Gestion)*, a member of the Editorial Board of *Gestion 2000* (ICHEC, Belgium) as well as of the Scientific Committee of *Question(s) de Management*, Prof. Bruna has edited (or is editing) 20 special issues of academic journals (*Finance Research Letters, Journal of Organizational Change Management, Research in International Business & Finance, Journal of African Business, Environmental Economics and Policy Studies, Management International, Relations Industrielles Industrial Relations, Gestion 2000, Management & Avenir, RIPCO, Question(s) de Management, RIMHE, Management & Sciences Sociales, Revue Française de Gouvernance d'Entreprise...*).

An active senior researcher, **Maria Giuseppina authored more than 65 academic articles, published in international reviews** (*European Management Review, Small Business Economics, International Review of Financial Analysis, Journal of International Financial Markets, Institutions and Money, Annals of Operations Research, Economics Letters, Finance Research Letters, International Journal of Entrepreneurship and Small Business, Management International, Journal of Applied Accounting Research, International Journal of Entrepreneurship and Small Business, Journal of Management and Governance, Management & Avenir, RIMHE, Management & Sciences Sociales, Recherches en Sciences de Gestion, RIPCO, Question(s) de Management, Gestion 2000, RFGE...*) and scientific books (Wiley, Emerald, Edward Elgar, La Découverte, PUL, EMS, Vuibert, ISTE...).

Education

2022 : Accreditation to Supervise Research in Management [Habilitation à Diriger les Recherches ; HDR] ; University Paris-Dauphine-PSL.

2013: Ph. D in Sociology of Organizations, University Paris-Dauphine

2009: M.A in Management and Social Sciences, Université Paris-Dauphine

Teaching Areas

- Organizational Forecasting, renewal of enterprises and leadership for tomorrow
- Inclusive Networks challenges, design, regulation and practices
- CSR and Diversity Assessment of Organizations, Policies and Practices
- CSR and Innovation Management
- Ethics and Business Ethics
- Diversity Management
- Management of Human Resource
- Change Management / Agile Processes
- Theories of Organizations
- Sociology of Networks
- History of Enterprises

Research Areas

- Organizational Forecasting and renewal of enterprises in the COVID-19
- Inclusive Networks challenges, design, regulation and practices

- CSR and Diversity Assessment of Organizations, Policies and Practices
- CSR issues and Diversity management
- Working-caregivers and the challenges of inclusion
- Agility and Transformation of the Organizations
- Diversity Management & Inclusion at Work
- CSR maturity and Socio-efficiency of organizations
- CSP-CFP relationships
- Social Network Analysis
- Theories of Regulation & Learning

Professional experiences

Principal academic responsibilities

- Since September 2023: **Dean for Research, Dissemination and Impact and member of the Executive Committee of the IPAG Business School.** With supervision on the school's Research Axes, Research Chairs, Executive Education Department, "European Programs" Hub, Entrepreneurship System, Inter-Campus Library and "Social Innovation & Inclusion" Task-force. Co-supervision and co-management of the IPAG's Permanent Faculty (with the Dean for Faculty).
- Depuis Septembre 2023 : **Directrice de la Recherche, de la Valorisation et d'Impact et membre du Comité de Direction de l'IPAG Business School.** Avec tutelle hiérarchique sur les Axes de Recherche de l'École, les Chaires, le Service Formation Continue, le Pôle exécutif des Programmes Européens, les Incubateurs et Projets Entrepreneuriaux ainsi que le Service Documentation. Elle assure la co-tutelle hiérarchique et le co-management de la Faculté permanente de l'Ecole avec le Doyen de la Faculté.
- February 2023-August 2023: Co-Dean for Research & Faculty at the IPAG Business School, in charge of supervising (with Prof. André Boyer) Research strategy as well as Faculty management.
- November 2021 - August 2023: Dean for Research & Development, Endowed Chairs, Executive Education & CSR at the IPAG Business School and member of the Executive Committee.
- 2018-2021: Director for Ethics, CSR and Social Research and member of the Executive Committee, IPAG Business School.
- 2017-2018: Director of Ethics & CSR, IPAG Business School.
- **Since 2016: Founder and Director of the IPAG Chair "Towards an Inclusive Company"** [a dozen of action-research programs, supported by the Foundation Equality-Gender Diversity (AXA, ENGIE, ORANGE, MICHELIN), the VYV Group, the French Institute Chartered Accountants and Auditors (IFEC), the AGEFIPH [the French Agency for Disabled People's Inclusion at Work], the MICHELIN Foundation, the Trade Union CFTC Transports, the CBRE France Group, the TOTALEnergies Group, the CAMFIL Group, the AGEFIPH, the Federation of Senior Managers and Energy Directors (FNCS) etc.].
- **Since 2016: Full Professor in Management & CSR at the IPAG Business School** [Accredited to Supervise Research in Management since February 2022].
- 2014-2015: Professor-Researcher, ISTE Paris.

Additional academic functions

- Since June 2022: **Scientific Director of IPAG Executive Master "Management & Ecology and Energy Transition" (IPAG /EST Foundation).**
- **Since 2017: Scientific Director of the IPAG Executive Master "Management & CSR".**
- 2014-2020: Scientific Leader of the Diversity Program, IMT Mines Albi. Program distinguished by the *Victory of Human Capital Leaders 2015* ("Public Company" Category) and by the *2017 CSR Challenge Trophy* ("Citizen Initiative" Category).

Selected publications

- Rai, V., Bruna, M. G., Hunjra, A. I., et al (2024). COVID-19 literature in Elsevier finance journal ecosystem. *Economics Letters*, [111905](#).
- Tchankam, J. P., Tchagang, E., Sahut, J. M., & Bruna, M. G. (2024). Gender identity and entrepreneurial self-efficacy. *International Journal of Entrepreneurship and Small Business*, 53(4), 425-448. <https://www.ipag.edu/en/node/1388/edit>
- Pan, J., Hunjra, A. I., Bruna, M. G. et al. (2024), Shaping sustainability: How corporate reputation can be enhanced under climate change conditions. *Finance Research Letters*, 62, [105174](#).
- Hunjra, A. I., Azam, M., Bruna, M. G., & Bouri, E. (2023). A cross-regional investigation of institutional quality and sustainable development. *Journal of International Financial Markets, Institutions and Money*, 84, [101758](#).
- Bruna, M. G., & Lahouel, B. B. (2022). CSR & financial performance: Facing methodological and modeling issues commentary paper to the eponymous FRL article collection. *Finance Research Letters*, 44, [102036](#).
- Rouine, I., Ammari, A., Bruna, M. G. (2022). Nonlinear impacts of CSR performance on firm risk: New evidence using a panel smooth threshold regression. *Finance Research Letters*, [102721](#).
- Hunjra, A. I., Azam, M., Bruna, M. G., Verhoeven, P., & Al-Faryan, M. A. S. (2022). Sustainable development: The impact of political risk, macroeconomic policy uncertainty and ethnic conflict. *International Review of Financial Analysis*, 84, [102370](#).
- Hunjra, A. I., Azam, M., Bruna, M. G., & Taskin, D. (2022). Role of financial development for sustainable economic development in low middle income countries. *Finance Research Letters*, 47, [102793](#).
- Bruna, M. G., Loprevite, S., Raucci, D., Ricca, B., & Rupo, D. (2022). Investigating the marginal impact of ESG results on corporate financial performance. *Finance Research Letters*, 47, [102828](#).
- Ben Lahouel, B., Ben Zaied, Y., Yang, G., Bruna, M. G., Song, Y. (2021). A non-parametric decomposition of the environmental performance-income relationship: Evidence from a non-linear model. *Annals of Operations Research*, DOI: <https://doi.org/10.1007/s10479-021-04019-x>
- Biga-Diambeidou, M., Bruna, M. G., Dang, R., & Houanti, L. H. (2021). Does gender diversity among new venture team matter for R&D intensity in technology-based new ventures? Evidence from a field experiment. *Small Business Economics*, 56(3), 1205-1220.
- Bruna, M. G., & Nicolò, D. (2020). Corporate Reputation and Social Sustainability in the early stages of start-ups: a theoretical model to match stakeholders' expectations through Corporate Social Commitment. *Finance Research Letters*, [101508](#).
- Bruna, M. G. (2020). Du diagnostic stratégique à l'alignement : explorer les conditions d'efficience d'une démarche RSE. Introduction critique au cahier spécial 'Nouvelles frontières de la RSE'. *Gestion 2000*, 37(6), 67-85.
- Lahouel, B. B., Bruna, M. G., & Zaied, Y. B. (2020). The Curvilinear Relationship Between Environmental Performance and Financial Performance: An Investigation of Listed French Firms Using Panel Smooth Transition Model. *Finance Research Letters*, [101455](#).

