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Abstract tesi candidata al premio



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Corsodi Laurea in Economia e Management – Classe LM77

**Cattedra di
Corporate Governance and Strategic Leadership**

Governance e sostenibilità d'impresa. Il caso Brunello Cucinelli

Governance and Corporate Sustainability.

Case study Brunello Cucinelli

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Abstract

The thesis is aimed at analysing the completeness and effectiveness of ESG metrics and sustainable investments, including the merits of the results obtained so far for the luxury market. This allows to identify new sustainable business models for luxury companies of the future. The entire research path starts from the need to understand if the social factors of sustainability and governance can really and concretely lead to new forms of investment and management of a company and how these factors have changed the relationship between governance and sustainability in the luxury-fashion market today. For this reason, the aim of the thesis is to understand how and through which sustainability tools has changed corporate governance strategies have changed within the luxury fashion market. The aim is to identify good corporate governance practices that could promote a sustainable culture. As companies increasingly recognise the need to develop a sustainable strategy, in which sustainability issues are integrated into the heart of the business model, there is a corresponding need for a governance model to monitor the formulation and implementation of that strategy. The expansion of ESG strategies, extra-financial information regarding the features of companies, their strategic decisions in the medium/long term and factors such as brand and reputation, must therefore be in line with economic - financial and economic development - sustainable information. Then it will be taken the analysis of a case study in which you will see how these metrics ESG have had a great impact, in particular in the company Brunello Cucinelli S.p.A., leader of a careful strategy that combines sustainability to an excellent corporate governance asset. The research, therefore through the analysis of the case study, intends to highlight how an oriented strategy growth and well-being of people and places that ESG investments have contributed to achieve.