



# City Research Online

## City St George's, University of London

**Citation:** Bronzetti, G., Di Donato, F., Melville, R. & Trucco, S. (2018). Editorial. *International Journal of Business Performance Management*, 19(1), pp. 1-6. doi: 10.3167/aia.2012.190101

This is the published version of the paper.

This version of the publication may differ from the final published version. To cite this item please consult the publisher's version.

**Permanent repository link:** <https://openaccess.city.ac.uk/id/eprint/22164/>

**Link to published version:** <https://doi.org/10.3167/aia.2012.190101>

**Copyright and Reuse:** Copyright and Moral Rights remain with the author(s) and/or copyright holders. Copies of full items can be used for personal research or study, educational, or not-for-profit purposes without prior permission or charge, unless otherwise indicated, provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way. For full details of reuse please refer to [City Research Online policy](#).

---

## Editorial

---

### Giovanni Bronzetti

Department of Business Administration and Law,  
University of Calabria,  
87036, Arcavacata, Rende CS, Italy  
Email: giovanni.bronzetti@unical.it

### Francesca di Donato

San Raffaele University,  
00166, Rome, Italy  
Email: fdidonato@luiss.it

### Robert Melville

Faculty of Management,  
Cass Business School City,  
University of London,  
106 Bunhill Row, EC1Y 8TZ, London  
Email: W.R.Melville@city.ac.uk

### Sara Trucco\*

Faculty of Economics,  
Rome University of International Studies,  
00147, Rome, Italy  
Email: sara.trucco@unint.eu  
\*Corresponding author

**Biographical notes:** Giovanni Bronzetti is an Associate Professor of Business Economics within the Department of Business Science and Law of the University of Calabria. His main research interests are management control, governance and the third sector. On these research themes, he has published books, book chapters, journal articles and presented papers to national and international congresses. He can be reached at the Department of Business Science and Law University of Calabria.

Francesca di Donato is an Associate Professor of Accounting at San Raffaele University in Rome. She is a Tenured Researcher of Accounting at UNINT University in Rome (2008–2016). She has Post-doc grant at Luiss Guido Carli University in Rome (2004–2008). She received her PhD in Business Information Systems from Luiss Guido Carli University in Rome (2003). She is author of several articles on corporate governance and financial accounting issues.

Rob Melville is a Professor of Internal Auditing at Cass Business School, City, University of London. He is an active researcher, teacher and author in internal auditing, corporate governance and corporate social responsibility. He is a regular speaker and advisor at other European universities and has presented at and organised conferences and specialist events across much of the world. His past research includes international and national projects that address internal auditing, information systems security and corporate social responsibility. His current research includes board behaviour in non-profit enterprises, corporate governance and Islamic finance, and the role of corporate governance in emerging and conflict states.

Sara Trucco is an Assistant Professor of Business Administration at Rome University of International Studies, Faculty of Economics. She received her PhD in Business Administration at the University of Pisa in 2011, where she was a Research Fellow from 2011 to 2014. Her main teaching efforts are focused on financial accounting. Her research interests are in the fields of financial accounting, corporate governance, auditing, management accounting and information accounting system.

---

## 1 Introduction

In recent years, both corporate governance and performance management have been subject to significant forces for change: externally (as a reaction to changing regulatory requirements around the world) and internally (new managerial practices and initiatives inside enterprises). These emerging trends affect all enterprises from all sectors whether they are historically subject to formal external and government regulation (such as the financial services sector or healthcare), listing requirements (public companies and multinational companies) or informally structured family businesses and SMEs where wider groups of stakeholders are beginning to become active. For all enterprises changes in the corporate governance and management control spheres can be seen to stimulate innovative management practice in order to address their potential impact on corporate performance. The scientific papers in this special issue of the *International Journal of Business Performance Management* contribute to the current response by scholars to these events using a broad range of theoretical and methodological approaches to extend and develop the state-of-the-art.

The topics of corporate governance and performance management have been subjected to significant forces for change through regulatory and legal environments, through the growth of stakeholder involvement and by developing management practice. These emerging trends affect all enterprises from all sectors whether they are historically subject to formal external and government regulation (such as the financial services sector or healthcare), listing requirements (public companies and multinational companies) or informally structured family businesses and SMEs where wider groups of stakeholders are beginning to become active. For all enterprises changes in the corporate governance and management control spheres can be seen to stimulate innovative management practice in order to address their potential impact on corporate performance. While these areas are generally considered to be two separate fields of study, we argue that there is a real and positive relationship between them that creates a potential synergy

when combining the specific objectives of corporate governance and performance management.

This special issue presents papers that cover a range of corporate governance and performance management issues. The research presented in this special issue has both practical and theoretical implications and are based on work carried out by both academics and practitioners.

The remainder of this editorial is organised to reflect the multi-focused nature of the special issue as follows: Section 2 discusses corporate governance and sustainability; Section 3 addresses performance management, and Section 4 summarises the theoretical and practical contributions to the debate.

## **2 Corporate governance and sustainability**

The topic of corporate governance has become pivotal among managers, practitioners, standard setters and scholars, especially after the global financial crisis and the corporate scandals since scholars proved that weaknesses of corporate governance may bring about earnings manipulation and financial statement frauds (Dechow et al., 1996; Carcello and Neal, 2000) and, in the end, the firms' failure (Kirkpatrick, 2009). Indeed, it could be argued that effective corporate governance helps firms positively to ensure the integrity of their financial reporting processes and to deter fraud (Cohen et al., 2002). Following these considerations, investors are demanding that managers adopt strong corporate governance rules and principles (Beiner et al., 2006).

A recent debate among scholars focuses on the relationship between corporate governance and sustainability, and this is demonstrated by investigations that assess if good corporate governance may foster sustainability in terms of social, environmental and organisational aspects (Aras and Crowther, 2008; Jamali et al., 2008; Huang, 2013). Other scholars have investigated the relationship between board diversity and CSR performance, finding that some features such as generational and age diversity are relevant factors in improving corporate governance (Post et al., 2011; Ferrero-Ferrero et al., 2015). This topic has received growing attention from scholars, since sound corporate governance is considered to be necessary to satisfy internal and external stakeholders' needs. Furthermore, sustainability reporting and transparency of environmental and social performance have received more and more attention from scholars, practitioners and even mass media (Kolk, 2008). Indeed, CSR could be considered as a worldwide movement (Ditlev-Simonsen and Gottschalk, 2011) even if this kind of reporting is mostly voluntary for firms all over the world.

Within this framework and in order to contribute to the debate around this literature stream, in the following, we present the papers of the special issue. The first paper 'Convergence in corporate governance systems and sustainability culture' by D.M. Salvioni, S. Franzoni, F. Gennari and R. Cassano stressed the debate around the adoption of corporate social responsibility (CSR) by firms and if this document could be considered as a substantial factor of convergence between insider and outsider corporate governance systems. In particular, they argue that firms with a sustainable leadership could be more attractive for investors and therefore sustainability reporting can foster the growth of their capital value, by using a documental analysis on the 20 companies included in the Global 100 Index (Salvioni et al.).

The second paper ‘The influence of corporate governance’s decision on corporate social responsibility’ by M.A. Baldini, G. Sicoli and G. Bronzetti analysed the effects that features of corporate governance may have on the CSR adopted by firms and the value creation derived from the adoption of CSR. They carried out their analysis on a sample of 23 Italian non-financial firms in 2015. They demonstrated that Italian firms are keen to invest in favour of sustainability in order to be more attractive for potential investors, despite the recent financial global crisis (Baldini et al.).

The third paper ‘Corporate social responsibility through stakeholder engagement and entrepreneurial communication processes’ by P. Mella and P. Gazzola analysed multinational firms and how they behave both at the national and international level in the fields of CSR and sustainable development. Furthermore, they present how large multinational companies react to the increasing pressures from stakeholders to report their CSR at the global level. They carried out a comparison of CSR activities of five big multinational competitors in the UK, Italy, Germany and the USA, demonstrating that globalisation and CSR are strictly linked to each other and that all companies in the research sample pay increasing attention to the environmental aspect (Mella and Gazzola).

The fourth paper ‘Accountability, governance and performance in UK charities’ by G. Bellante, L. Berardi, S. Machold, E. Nissi and M.A. Rea stressed the debate around the relationships between corporate governance features and their performance in non-profit organisations (NPOs) in the UK. They found a positive relationship between the NPOs’ financial performance and the CEO duality and board size even if the NPOs increase their level of accountability (Bellante et al.).

The fifth paper ‘Internationalisation and corporate governance in family business. A case study’ by E. Cristiano focused on the corporate governance and the process of internationalisation in family businesses in Italy. She argues that family business could benefit of the process of globalisation of their corporate governance and that the success of a family business is strictly closed to the human capital (Cristiano).

### **3 Performance management**

The field of performance management within firms and among managers continues to develop. (Bititci et al., 2012) and the studies linked to this topic are evolving accordingly. (Neely, 2005) As the years have passed, the sphere of performance management was been enriched by new managerial techniques (Kaplan, 1983) and by tools based on both financial and non-financial performance metrics oriented to a long-term perspective (Kaplan and Norton, 1994). The interaction between performance management and other fields of study become more and more relevant (Henri, 2006). Furthermore, in the last years, the topic has been analysed using different perspectives, such as operation operations perspectives, strategic control perspective and management account ones (Bourne et al., 2007).

Within this framework and in order to contribute to the debate around this literature stream, in the following, we present the papers of the special issue which regard innovations in performance management.

The sixth paper ‘Performance measurement systems in business networks: a literature review’ by G. Piscitelli and D. Mancini aims at analysing the state-of-the-art of performance measurement studies in business networks, through a literature review (Piscitelli and Mancini). They found that most scholars are interested to analyse how the implementation of performance measurement can affect business and managerial practices in different context, such as public versus private networks or small versus large firms.

The seventh paper ‘A data-driven analysis of the current debate on the linkages between performance and strategy studies’ by N.G. Castellano, K. Corsi, M. Bartolini, F. Bernini, A. Cardoni, G. Coller, V. Fasone and L. Fornaciari focuses on the relationship between Performance management and measurement and strategy, through a literature review (Castellano et al.). Through a text mining analysis, they show that the topics of management and organisation need to be connected, even if the relative publications are basically mono-discipline.

#### **4 Concluding remarks**

The papers presented in this special issue have been presented to the Sidrea (Società Italiana Docenti di Ragioneria ed Economia Aziendale) International Workshop (SIW) ‘Innovations in corporate governance and performance management’, held at Rome University of International Studies on 21st and 22nd April 2016. Papers presented in the special issue contribute to the state of art with regards innovations in corporate governance and performance management, by using mixed research methods. As a matter of fact, some contributions in the field of corporate governance are based on a qualitative methods through a documental analysis (Mella and Gazzola; Salvioni et al.) and through the analysis of a case study (Yin, 2011; Rubin and Rubin, 2011) carried out by the analysis of firm’s documents and semi-structured interviews (Cristiano), whereas others used a quantitative approach (Bellante et al.). In particular, Bellante et al. used multiple regression models on a sample of 200 charities selected randomly from the Register of the Charity Commission in 2013, whereas Baldini et al. carried out a content analysis on voluntary disclosure of a sample of Italian companies in order to extrapolate information in terms of sustainability.

In the field of performance management, Castellano et al. and Piscitelli and Mancini based their study on the literature review. In particular, Castellano et al. carried out a text-mining analysis on the scientific papers, published between 2013 and at the beginning of 2016, in the most relevant international ‘business, management and accounting’ journals. Piscitelli and Mancini, instead, carried out a literature review on the basis of scientific papers published between 2004 and 2015.

Papers have also some relevant practical contributions, since they could help managers and practitioners to address resources to that activities inside the firm that are able to add value for each class of internal and external stakeholders.

Future researches could be addressed to investigate the link between corporate governance and performance management and how changes in the features of corporate governance could affect the measures of managerial performance.

## References

- Aras, G. and Crowther, D. (2008) 'Governance and sustainability: an investigation into the relationship between corporate governance and corporate sustainability', *Manag. Decis.*, Vol. 46, No. 3, pp.433–448.
- Beiner, S., Drobetz, W., Schmid, M.M. and Zimmermann, H. (2006) 'An integrated framework of corporate governance and firm valuation', *Eur. Financ. Manag.*, Vol. 12, No. 2, pp.249–283.
- Bititci, U., Garengo, P., Dörfner, V. and Nudurupati, S. (2012) 'Performance measurement: challenges for tomorrow', *Int. J. Manag. Rev.*, Vol. 14, No. 3, pp.305–327.
- Bourne, M., Melnyk, S., Faull, N. et al (2007) 'Towards a definition of a business performance measurement system', *Int. J. Oper. Prod. Manag.*, Vol. 27, No. 8, pp.784–801.
- Carcello, J.V. and Neal, T.L. (2000) *Audit Committee Composition and Auditor Reporting*, Social Science Research Network, Rochester, NY.
- Cohen, J., Krishnamoorthy, G. and Wright, A.M. (2002) 'Corporate governance and the audit process', *Contemp. Account. Res.*, Vol. 19, No. 4, pp.573–594.
- Dechow, P.M., Sloan, R.G. and Sweeney, A.P. (1996) 'Causes and consequences of earnings manipulation: an analysis of firms subject to enforcement actions by the sec', *Contemp. Account. Res.*, Vol. 13, No. 1, pp.1–36.
- Ditlev-Simonsen, C.D. and Gottschalk, P. (2011) 'Stages of growth model for corporate social responsibility', *Int. J. Corp. Gov.*, Vol. 2, Nos. 3/4, pp.268–287.
- Ferrero-Ferrero, I., Fernández-Izquierdo, M.Á. and Muñoz-Torres, M.J. (2015) 'Integrating sustainability into corporate governance: an empirical study on board diversity', *Corp. Soc. Responsib. Environ. Manag.*, Vol. 22, No. 4, pp.193–207.
- Henri, J-F. (2006) 'Management control systems and strategy: a resource-based perspective', *Account. Organ. Soc.*, Vol. 31, No. 6, pp.529–558.
- Huang, S.K. (2013) 'The impact of CEO characteristics on corporate sustainable development', *Corp. Soc. Responsib. Environ. Manag.*, Vol. 20, No. 4, pp.234–244.
- Jamali, D., Safieddine, A.M. and Rabbath, M. (2008) 'Corporate governance and corporate social responsibility synergies and interrelationships', *Corp. Gov. Int. Rev.*, Vol. 16, No. 5, pp.443–459.
- Kaplan, R.S. (1983) 'Measuring manufacturing performance: a new challenge for managerial accounting research', *Account. Rev.*, Vol. 58, No. 4, pp.686–705.
- Kaplan, R.S. and Norton, D.P. (1994) *The Balanced Scorecard: Managing Future Performance Video*, Harvard Business Press, Boston.
- Kirkpatrick, G. (2009) 'The corporate governance lessons from the financial crisis', *OECD J. Financ. Mark. Trends*, Vol. 2009, No. 1, pp.61–87.
- Kolk, A. (2008) 'Sustainability, accountability and corporate governance: exploring multinationals' reporting practices', *Bus. Strategy Environ.*, Vol. 17, No. 1, pp.1–15.
- Neely, A. (2005) 'The evolution of performance measurement research: developments in the last decade and a research agenda for the next', *Int. J. Oper. Prod. Manag.*, Vol. 25, No. 12, pp.1264–1277.
- Post, C., Rahman, N. and Rubow, E. (2011) 'Green governance: boards of directors' composition and environmental corporate social responsibility', *Bus. Soc.*, Vol. 50, No. 1, pp.189–223.
- Rubin, H.J. and Rubin, I.S. (2011) *Qualitative Interviewing: The Art of Hearing Data*, SAGE, Thousand Oaks, CA.
- Yin, R.K. (2011) *Applications of Case Study Research*, SAGE, Thousand Oaks, CA.