



**ISTITUTO
PER I VALORI
D'IMPRESA**

INNOVATION

www.isvi.org

ENTREPRENEURSHIP

RESPONSIBILITY

**PROMOTING RESPONSIBLE
ENTREPRENEURSHIP OPEN TO INNOVATION**

MISSION

ISVI was founded as a non-profit organization to promote entrepreneurship based on the core values of innovation and responsibility in business enterprises and in organizations of any kind.

The responsible leadership model promoted by ISVI is applicable to any kind of organization and is based on two fundamental principles: a sense of accountability to all stakeholders and a continuous tension towards all-round innovation.

In point of fact, well-managed business enterprises and other organizations have a common foundation of 'values in action' that together define their mission, identity, way of operating, and the quality of relationships with all stakeholders such as customers, employees, suppliers, shareholders, communities

ISVI members are companies, non-profit organizations, and people that believe in its mission and seek to increasingly disseminate it in Italy's economic and social system.

HISTORY

ISVI was established in 1989 on the initiative of an entrepreneur-executive, Giuseppe Crosti, and representatives of the Italian economic and academic world.

The ISVI business enterprise concept was forged at Bocconi University during the 1980s through designing and teaching a course titled "Entrepreneurial Values and Strategic Business Behaviour" that enabled undertaking intense research activities leading to several writings.

Giuseppe Crosti, the first President of ISVI, was at the head of the Institute until 2008. Thereafter, Giuseppe Gario (business executive), and later Linda Gilli (entrepreneur) took over. Giuseppe Crosti was assisted by a Board of Directors formed of entrepreneurs and managers supportive of the corporate values, amongst whom we recall Bruno Gimpel from Ernst & Young and the entrepreneur Alberto Falck.



ACTIVITIES

ISVI's mission is pursued through research and training activities mainly aimed at business enterprises, but also university and secondary school students and professors.

- The research activities focus on investigating the values underlying good management: how they develop, how they spread in the economic and social system, and how they are perpetuated in organizations that already experience them. These are important research topics especially in an era of disruptive changes driven by rapid technological progress and the turbulence resulting from the crisis of the current development model.
- The training activities are supported by the research activities: the empirical material – available free of charge from the website's library section (www.isvi.org) – including business cases and video interviews with entrepreneurs and managers – can be used in university and technical school classrooms in accordance with the teaching objectives: studying management problems in-depth, illustrating theoretical concepts or management practices, preparing students to meet managers and entrepreneurs, company visits, developing their ability to distinguish good from bad management.

- The meetings address different audiences:
 - Invitation-only meetings for entrepreneurs and CEOs to exchange experiences on contemporary issues in line with ISVI's mission.
 - Meetings for talented youngsters of ISVI member companies to reflect on some key issues for their overall growth, stimulating a deep understanding of the values underlying the long-term success of companies.
 - Meetings open to the public on major current issues.
- In-depth webinars on issues related to the mission in collaboration with experts from the academic, consulting, associative, and entrepreneurial world.

GOVERNANCE



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LATEST RESEARCH

- Entrepreneurial values in action.
- Entrepreneurial values and strategic behaviour in agricultural and food companies.
- The common good and responsible behaviour in companies and institutions.
- Entrepreneurship, good governance, and good management in cooperative enterprises.
- Values and innovation processes.

LATEST PUBLICATIONS

“Valori d’Impresa in Azione” [Entrepreneurial values in action], various authors (edited by Coda V., Minoja M., Tessitore A., Vitale M.), EGEA, Milano 2012.

“Bene comune e comportamenti responsabili” [The common good and responsible behaviour], various authors (edited by Minoja M.), EGEA, Milano 2015.

“Il buon governo. Insegnamenti dalle storie di imprese, istituzioni e realtà locali” [Good governance. Lessons from the stories of enterprises, institutions, and local realities], various authors (edited by Minoja M.), EGEA, Milano 2016.

“La buona gestione dell’impresa cooperativa” [The good management of cooperative enterprises], Minoja M., Lazzini A., Scapolan A. C., Soressi Serena L., Franco Angeli, Milano 2019.

MAIN WORKSHOPS AND CONFERENCES

From the 1990s to date, ISVI has organized over 50 meetings including numerous workshops and conferences.

In the three-year period 2017–2019, of particular note were the “Intelligence and Love, Factors of Good Governance of Business Enterprises, Institutions, Communities” conference and the following series of meetings:

- **“Leadership Style”**
- **“Rethinking the Strategy”**
- **“Managing Change to Generate Innovation”**
- **“Unleashing Creativity and the Ability to Innovate in Organizations”**
- **“The Change Around Us, in Business Enterprise, and within Us”**

The documentation is downloadable from the website’s library section.

CONTRIBUTING MEMBER AND SCIENTIFIC PARTNER



Università Commerciale
Luigi Bocconi

CONTRIBUTING MEMBERS

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ORDINARY MEMBERS

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