The challenges of responsible and sustainable finance
by Pr. Christophe Revelli in Financial Times and The Conversation

Further to the recent announce of the European Commission around its action plan on sustainable finance at a conference with heads of state and high-level financiers, including French President Emmanuel Macron and former New York Mayor Michael Bloomberg; Christophe Revelli, professor at KEDGE Business School and Director of the Master of Science in Corporate & Sustainable Finance, delivers his analysis about the challenges of responsible finance, both by publishing an article in The Conversation and by his comments about articles of the Financial Times.

Christophe Revelli highlights: “No longer are activist shareholders content just to draw dividends, now demanding answers about the corporate strategy and the ethical and responsible position, even if it means divesting from certain companies”. And he adds: “Acceleration and transformation are now common and bringing sustainable finance out of its niche to make it mainstream and unavoidable”.

In his article in The Conversation, Christophe Revelli explains: “Beyond climate change and ethical issues, the challenge lies in raising the moral standards of financial capitalism. The EU’s action plan on sustainable finance recommends getting the ‘finance river’ back on course so that it may serve society”.

“Even today, too few higher education establishments have committed their finance programmes to responsible and sustainable issues, preferring rather to rely on quantitative and mathematical approaches, despite them having shown their limitations during the previous financial crises and failing to address the economic challenges of the future. The academic world has the power to transform events in redefining its social mission, by proposing new programmes and courses that match the expectations not only of businesses but, above all, society”, stresses Christophe Revelli.

In the Financial Times, every week a business school professor or academic recommends useful FT articles. Christophe Revelli reacts to 2 articles about “Brussels sharpens focus on ‘sustainable’ investment” and “BlackRock’s gun-free funds show ethical investing is a good bet”.

Find his article published in The Conversation here: https://theconversation.com/the-academic-world-must-take-action-for-more-responsible-sustainable-finance-97116

And here the comments of Pr Revelli on Financial Times: https://www.ft.com/content/5b40d638-64e8-11e8-a39d-4df188287fff

Christophe Revelli is at your disposal of any requests for interviews or reports concerning this news item.

About Pr. Christophe Revelli:
Christophe Revelli is Associate Professor of Responsible Finance and Head the MSc Corporate and Sustainable Finance Program at KEDGE Business School. His courses and research focus on the field of responsible finance, the critical approach of modern financial theory as well as impact investing. In 2012 Christophe received the RIOOD-VIGEO research prize for his PhD entitled “Financial Performance of Socially Responsible Investing (SRI): Meta-analytical approach” and the SAB Trophy 2015 for the best article in Sustainable Finance.

About KEDGE Business School:
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and
Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 60,150 alumni around the world. KEDGE offers 36 programmes in management, designed for students and industry professionals. It also provides tailor made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and 37th globally in its Executive MBA ranking.

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