

SUSTAINABLE INVESTMENT DECISION FOR ENVIRONMENTAL, SOCIAL AND GOVERNANCE INTEGRATION—AN EVALUATION

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ABSTRACT

This paper explores the integration of ESG criteria into investment strategies, emphasizing its role in fostering long-term value creation and mitigating environmental and social risks. The inclusion of ESG factors in financial decision-making has shifted from a niche practice to a mainstream strategy, driven by regulatory changes, investor demand, and growing evidence of the positive correlation between ESG integration and financial performance. The paper discusses key methodologies for incorporating ESG criteria, such as negative screening, impact investing, and ESG integration, while highlighting the challenges of data standardization, green washing, and measuring intangible impacts.

KEYWORDS: *Sustainable Finance, ESG Integration, Investment Strategies, Environmental, Social, Governance*

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