

Shini

Sustainability, Business Risk and ESG Rating

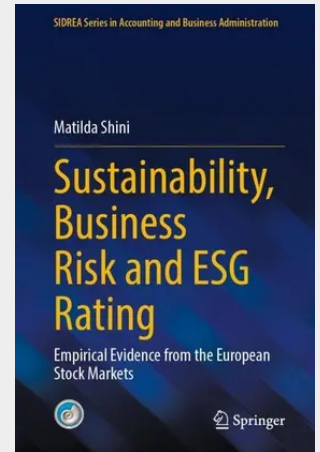
Empirical Evidence from the European Stock Markets

In an increasingly interconnected and complex world, businesses face environmental, social, and economic challenges that demand thoughtful reflection and a shift in operational approaches. Today, focusing solely on profit is no longer sufficient. Companies are expected to make decisions that also consider the impact of their actions on the environment, society, and governance.

This book integrates Environmental, Social, and Governance (ESG) factors into business strategies and analyses its role for firms striving to remain competitive and responsible in a rapidly evolving economic landscape. The author recognizes the ESG approach as a central element of business strategy and not only addresses global challenges such as climate change and social inequality but also its critical role in managing systematic risks—those that affect the entire market and cannot be easily diversified.

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