

The Role of ESG Factors in Investment Decision-Making: A Comprehensive Analysis

Krishna Katkamwar¹, Dr. Sharad Kadam², Dr. Manesh Patil³
Researcher¹ and Guide^{2,3}

MIT Arts, Commerce and Science College, Alandi Devachi, Pune, India^{1,2}
Avantika University, Ujjain, Madhya Pradesh, India³

Abstract: *This research paper, actually the study, looks into the ongoing development of Environmental, Social, and Governance (ESG) aspects in the decision-making process of investments. With the current trend among investors becoming more interested in the impact of their financial choices, ESG considerations have been made the front-runner in various investment strategies. The research is concerned with how ESG actually shapes the performance of investment, its relation to risk management as well as sustainability and corporate behaviour. It involves an extensive analysis of the current literature to identify the main issues and challenges that are connected with the integration of ESG in investment portfolios. The research outcome demonstrates that environmental, social and governance ESG factors not only result in sustained financial performance but are also in line with the ethical values of a significant portion of the investment community.*

Keywords: Environmental, Social, and Governance