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11 ESG strategy and the company's economic and financial performance

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The adoption of sustainability strategies by European companies is a reality, based on a set of regulatory standards (Alamillos & de Mariz, 2022) aimed at fulfilling commitments made by the European Community.

The investment options in the environmental, social and governance areas required for sustainability strategies are aimed at creating value for the organizations that adopt them (Taliento et al., 2019), and simultaneously leveraging the economic and financial performance of organizations (Atz et al., 2023), as well as creating value along the value chain.

The study aims to verify whether there is a relationship between the implementation of ESG (Environmental, Social and Governance) measures incorporated into corporate sustainability strategies, and their impact on the economic, financial and organizational performance of companies (Xia, 2022).

The aim is to carry out a quantitative analysis using linear regression models (Cek & Eyupoglu, 2020), which relate the dependent, economic, financial and aggregate variables and the explanatory variables that measure performance in ESG matters, in their aggregate form and in their individual, environmental, social and governance components.

After analysing the results obtained from the study and verifying that they are in line with contributions already found in the literature ((Ahmad et al., 2021), it is hoped that in addition to contributing to academia, the results can be used by the top management of companies for decision-making.

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