

# Fostering Sustainable Investment Behaviour

*A Paradigm Shift towards Green Economic Growth*

*Edited Book*



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# Fostering Sustainable Investment Behaviour: A Paradigm Shift towards Green Economic Growth

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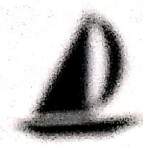
ISBN 978-0-12-012345-6

Volume - 2023

1 issue

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Emerald Group Publishing Limited  
100 Brook Hill Drive, West Nyack, New York 10994-2133, USA  
2001 Bishopsgate, London EC2N 4DL, UK  
100, California Street, San Francisco, CA 94111-4200, USA



Published by

**Emerald Publishing**

100 Brook Hill Drive, West Nyack, New York 10994-2133, USA  
2001 Bishopsgate, London EC2N 4DL, UK  
100, California Street, San Francisco, CA 94111-4200, USA  
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# Role of Sustainable Investment in Economic Growth

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## Abstract

*For the growing business, industry and service sector in any country, investment plays an important role. In developing economies, the challenge is to integrate social, economic and environment investment strategies with sustainable development goals for long term benefits. Sustainable investment works on decreasing the precarious investment which harms the society and nature and reinforces the rational use of resources without hampering the growth. The quality of investment can be improved through different ways, which further give rise to new economic opportunities and strengthen sustainable investment. But still there is ignorance about sustainable issues among the masses, and lack of suitable indicators to effectively measure the progress of investment sustainability. To promote sustainable investments for the growth of the economy, there is urgency for effective public, private-public and civil society partnerships.*

**Key Words:** Social, Economic, Sustainable, Investment, Environment

## 1. Introduction

Most of the economies in the world are growing at a faster rate. In such economies industrialization holds the key to providing solutions to the problems of low economic growth. For accelerating the rate of growth in these economies, continuous investment is required for meeting the demand of a challenging economy. The investment mechanism proposes how an investor makes a choice and decision of where, and when to invest. Investment is risky and it involves the reward for foregoing the present income to obtain future rewards. It is about the appreciation of the assets and creating productive activities in the economy. Basically there are two types of investment: real and financial. Real investment refers to some kind of tangible asset, such as land, vehicles, produces, machinery or furniture. On the other hand, financial investment calls for contracts such as bonds, mutual funds and