

### **Література**

1. Швець А.В. Управління міською доставкою товарів в умовах Європейського зеленого курсу.  
URL : <https://er.nau.edu.ua/server/api/core/bitstreams/42e7d158-0499-442d-86e3-05633dded513/content>
2. Оптимізація логістики у доставці води: як заощадити ресурси та підвищити ефективність.  
URL : <https://venta-crm.pro/blog/optimizaciya-logistiki-dostavki-vody>

УДК 330.341.1:005.511

***Biliavskiy Valentyn,***  
*PhD in Economics,*  
*Associate Professor of the Department of Management*  
*of Foreign Economic Activity of Enterprises,*  
***Shkarban Olha,***  
*Bachelor's degree applicant,*  
*specialty 073 Management,*  
*State University "Kyiv Aviation Institute"*  
*Kyiv, Ukraine*

## **CURRENT TRENDS IN ESG INVESTING IN BUSINESS PROCESSES**

In today's business environment, the principles of sustainable development are becoming increasingly important. One of the key concepts reflecting this trend is ESG - environmental, social and governance factors. ESG investments involve the integration of these criteria into the decision-making process of investors and company management.

The relevance of the topic is due to the fact that investors and consumers increasingly expect businesses to be responsible for the environment, social issues and transparent management. The purpose of this paper is to study the main components of ESG, their impact on business processes, and the potential challenges and benefits associated with the implementation of such practices.

Environmental factors are related to the impact of business on the environment and its efforts to minimize their negative impact. These include greenhouse gas emissions, the use of natural resources, waste management, and the development and implementation of environmentally friendly technologies. Companies that strive to achieve high environmental standards usually reduce greenhouse gas emissions, optimize the use of energy and raw materials, and actively invest in renewable energy sources such as solar and wind power. The rational use of resources not only reduces costs but also contributes to the long-term sustainability of the business [1].

Social factors cover the impact of companies on employees, customers, and society as a whole. These are issues related to working conditions, human rights, gender equality, diversity and inclusion. Businesses that take care of employee safety, create favorable conditions for their professional development, and ensure fair remuneration receive significant benefits in terms of employee loyalty and productivity. In addition, support for social initiatives, charitable programs and further cooperation with local communities help to improve the company's reputation and strengthen their market position. Compliance with ethical standards in dealing with customers and partners is also an important aspect.

Governance factors include the quality of corporate governance, transparency in management decision-making, and compliance with ethical standards. Effective governance implies a clear board structure, distribution of powers and accountability of managers to shareholders. Transparency in financial reporting and adherence to ethical standards are important for the trust of investors and partners. Anti-corruption measures and policies to prevent conflicts of interest also play a key role in shaping a company's positive image. In addition, good corporate governance helps to avoid financial disputes, legal problems and reputational losses that could negatively affect the business.

Integrating ESG principles into a business model can significantly improve a company's market position. First, compliance with environmental standards helps to reduce operating costs by optimizing the use of resources and implementing environmentally friendly technologies. Such measures also help to mitigate the risks associated with changes in the regulatory environment and increased environmental responsibility requirements.

Social factors, including the creation of safe and fair working conditions, contribute to increased employee loyalty, productivity and engagement. In addition, businesses that actively support social projects often receive more support from the public and business partners.

Management factors affect the overall sustainability of a company and its ability to respond effectively to market challenges. Transparency and openness in corporate governance increase investor confidence, which helps to attract additional funds for further development.

However, the implementation of ESG practices also poses certain challenges. Transitioning to environmentally friendly technologies can be costly and requires significant investments.

In addition, companies have to constantly adapt to changes in the regulatory environment and ensure compliance with ESG standards, which can be a complex and resource-intensive process.

Today, ESG investments continue to grow in popularity among both private and institutional investors. One of the main trends is the strengthening of regulatory oversight of compliance with environmental, social and governance standards. Many governments are adopting laws requiring companies to be more transparent in reporting their ESG performance and developing sustainable development strategies.

In addition, there is growing attention to new methods of assessing ESG practices. The use of modern technologies, such as artificial intelligence and big data, allows for more accurate and objective information about companies' activities in various aspects of business. This helps investors make more informed decisions.

Another important trend is the growing demand for green and socially responsible investments. Investors are increasingly choosing companies that offer innovative environmental solutions or actively support the implementation of social projects. This encourages businesses to improve their strategies and increase efficiency in all three ESG areas [2].

The prospects for the development of ESG investments are directly related to raising awareness of civil society about environmental and social justice issues. Interest in these factors is expected to grow, which will create additional business opportunities [3]. At the same time, companies that ignore ESG principles risk losing competitive advantages and access to investment resources.

ESG investments play an important role in modern business, helping companies adapt to new challenges and market needs. Taking into account environmental, social and governance factors not only improves reputational capital and attracts investments, but also helps to reduce risks and increase long-term business stability.

Despite certain challenges associated with the implementation of ESG principles, they open up great opportunities for the development and competitiveness of companies. Investors are increasingly paying attention to these factors, making a choice in favor of businesses that demonstrate a responsible attitude towards the environment, civil society and governance.

### **References**

1. Dyba, M., & Gernego, Iu. (2022). ESG project financing: foreign practices and development opportunities in Ukraine. *Finance of Ukraine*, 2, 45–57. <https://doi.org/10.33763/finukr2022.02.045>.
2. Prikaziuk, N. (2024). Implementation of ESG principles by non-banking financial institutions: trends and perspectives. *Economy and Society*, 61. <https://doi.org/10.32782/2524-0072/2024-61-39>.
3. Dyakovsky, D. (2024). ESG investing in the reconstruction of the economy of Ukraine: prospects, advantages and weaknesses. *Scientific Papers NaUKMA. Economics*, 9 (1), 40–45. <https://doi.org/10.18523/2519-4739.2024.9.1.40-45>.