

## ESG-Policy of the Corporation as a Driver of Investment Attractiveness

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**Keywords:** ESG; investment; environment; social environment; management; investment attractiveness.

**Abstract:** The article is devoted to the dissemination of ESG principles in the corporate sector. The implementation of ESG strategies has the potential to bring great benefits to both companies and society. The sector wise analysis of capital markets suggests that ESG can contribute to the long-term efficiency of a company by increasing its investment attractiveness, creating new lines of business, increasing consumer margins and sales, as well as reducing costs. Achieving ESG goals can also attract talent and improve productivity. Poor ESG performance may be negatively received by key stakeholders and become a barrier to further development of the company. Also, the compliance of the company's activities with the sustainable development agenda becomes a driver for the development of foreign direct investment.

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