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The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

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RECTOR’S MESSAGE

A heartiest congratulation is extended to the Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, on the publication of the seventh volume of FBM Insights.

This most recent volume of FBM Insights covers 25 emerging issues related to microcredit, micromanagement, marketing, consumer behaviour, social media, disability, dark tourism, and food security. This compilation demonstrates UiTM Cawangan Kedah's commitment to disseminate business-related information and relevant content to a wider audience.

I believe that this bulletin is an apt platform for members of the Faculty of Business and Management to produce more academic materials which can benefit the faculty members themselves and also other people at large. Such an initiative is indeed laudable since as academicians, writing to share information is definitely crucial to our personal and professional development.

Again, I would like to congratulate the Faculty of Business and Management and all individuals involved in the publication of FBM Insights volume 7. May FBM Insights continue to grow from strength to strength in the future.

Sincerely,

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah

FROM THE DESK OF THE HEAD OF FACULTY

Assalamualaikum w.b.t

Welcome to the 7th Edition of FBM Insights 2023. This edition presents 25 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge, including matters relating to Covid 19, entrepreneurship, microfinance, and gold investing. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was created in the year 2020 with the aspiration to inculcate the scholarly writing culture among FBM UiTM Kedah's lecturers. Thank you to the Almighty, this bulletin still receives a positive response for each of its editions. It is our hope this continues and that FBM Insights will one day progress to another level.

Publish or perish, one phrase that all academics must embrace. The importance of academic publication is evident when it is included in several of the university's Key Performance Index (KPI). We need to strive to produce scholarly work. I hope FBM Insights can become a small steppingstone for all FBM academics of UiTM Kedah, in our efforts to improve our publications numbers.

Congratulations again to all authors. Heartiest congratulations to the bulletin's editorial board who worked hard in making FBM Insights what it is today. I wish everyone the best and keep up the excellent work.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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INTRODUCTION

Sustainable Development Goals (SDGs) and Sustainable and Responsible Investment (SRI) are terms often used interchangeably nowadays. Generally, in the context of the SDGs, the goals are a call to the global communities to end poverty, protect the environment, and ensure that everyone can live in peace and prosperity by 2030 via 17 targeted goals (United Nations-Development Programme, 2020). As for the SRI concept, the Securities Commission (2019), Martini (2021) and Sciarelli, et al.,(2021) refer to SRI as any investing method that considers personal and societal beliefs when making investment decisions. Specifically, SRI is an investment approach that emphasises on the combining of profit generation and environmental, social, and governance concerns, also known as ESG concerns.

THE RELATIONSHIP BETWEEN THE SUSTAINABLE DEVELOPMENT GOALS (SDGs) AND SUSTAINABLE AND RESPONSIBLE INVESTMENT (SRI)

Although both concepts (SRI and SDGs) have their own goals and objectives, recent studies have revealed that as the institutional investors try to link what the SDGs mean for them, and how they fit in with their work on the SRI and ESG concerns, companies are starting to link the SDGs to their corporate strategy (Ng, 2019). In a study by Yesuf and Aassouli (2020) with aims to connect the two concepts, the study revealed that to achieve the SDGs, every goal has targets that require some kind of financial investment, for example, for reducing poverty, increasing gender equality, giving people access to clean, affordable energy, and making cities and communities more sustainable. The efforts to implement the SDGs are starting since its launched, but need more and huge funding for implementation. Thus, SRI plays an important role as it can assist investors to be concerned with ESG issues as they are already aware about them.

Besides, the SDGs have the capability to attract and to influence the financial industry to reconsider the underlying value of investment, and to encourage investors to think differently. To support the SDGs, investors need to understand how their actions and decision-making can produce good impacts while decreasing negative consequences. With a combined USD89 trillion in assets under Principles for Responsible Investment (PRI)[1] management, SRI can play a unique role to assist the world in meeting the SDGs through their various of investment activities, both individually, and in collaboration with other investors and stakeholders (PRI, 2020).

Next, in order to attain the SDGs, a lot of funding is required. The United Nations has reported that from 2015 to 2030, the world will need between USD5 trillion and USD7 trillion per year to achieve the SDGs (Vorisek & Yu, 2020). During the same period, developing countries will need between USD3.3 trillion and USD4.5 trillion per year to invest in the SDGs, mostly to improve

[1] The PRI is a joint initiative between the United Nations Environment Programme Finance Initiative and the United Nations Global Compact with the aim to incorporate the ESG issues into investment decision-making and ownership practices.

their basic infrastructure such as to develop affordable housing, public hospital and others. Due to the huge amount of money that will be needed, public sector financing alone will not be enough. This will put a lot of pressure on public finances (Securities Commission, 2019). As a result, it will be important for the SDGs to be financed by private sector investments through capital market products, like SRI. This means that there are chances for the capital market to play a big role in moving toward the SDGs.

In response to these urgent funding requirements, and in recognition of the importance of the sustainability agenda, sustainable finance has gained significant traction in recent years. Both the public and private sectors are channelling more investments towards attaining the SDGs through capital market investment. This is evident from the increased issuances of fixed income instruments for funding green, social, and sustainable initiatives, as well as commitments for sustainable investments from responsible investors. For example, the fixed income instruments issuances in green bonds have increase 64% from 2016 to 2021 with an annual growth rate of 20% in volumes (Goel, et al., 2022). In addition, shareholders, investors and other interested parties are placing a greater emphasis on the extent to which businesses integrate ESG issues into their business operations (Zumente & Bistrova, 2021).

A focus on linking the outcomes of SRI and SDGs can be accomplished by expanding the analysis of investors involved in ESG issues to include a parallel analysis of the most important outcomes to society and the environment that are linked to SDGs at a systemic level. This can be done by broadening the scope of the investors' analysis of ESG issues. There is some overlap between these ESG issues and the results of the SDGs, but it is not complete, and this is one of the gaps that needs to be filled in order to achieve the SDGs by the year 2030 (PRI, 2020). In the process of transitioning to the SDGs, investors may find it helpful to concentrate on impacts and outcomes as a means of better understanding the opportunities and risks that are likely to be involved.

CONCLUSION

Thus, based on the discussion, both concepts are interconnected although they have their own goals and objectives. SDGs aim to make sure that everyone can live in peace and prosperity by 2030, but this requires financing to achieve the goals. As a result, SRI may become a driving tool that can play a significant role in realising the SDGs. SRI that focuses on ESG issues might leverage the SDGs by broadening the scope of investment value to consider the issues from the global perspective.

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