

## **The Gender Factor in Sustainable Development Goal Investing: Evidence from Applying Conjoint Analysis**

**Authors :** Deniss Rozkov, Hendrik Idema

**Abstract :** This paper researches the gender-based differences among US-American institutional investors regarding their preferences for sustainable development goals (SDGs) when investing. After employing a structured questionnaire as well as applying a choice-based conjoint analysis, it is found that female investors place significantly more emphasis on SDGs, especially in the social and ecological domain, exhibiting significantly stronger “other-regarding” characteristics compared to their male counterparts. Further, the results of the survey show that females show significantly higher risk aversion than males by selecting moderately conservative and moderate risk approaches.

**Keywords :** sustainable development goals, investing, socially responsible investor, gender, conjoint analysis

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