

Corporate Resilience Through A Sustainable Financial Function: An Innovative Model For Reconciling Sustainability And Overcoming Crises

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Abstract : In an environment characterized by a succession of economic, environmental, and social crises, companies must reassess their financial approach, not merely with a survival mindset, but with the aim of evolving and thriving in a constantly changing context. In this process, a sustainable financial function becomes imperative to ensure long-term growth. By integrating sustainable and responsible practices, companies can better identify and anticipate risks, diversify their sources of financing, and, most importantly, strengthen the management of their resources. Indeed, the sustainable financial function goes far beyond traditional financial activities of companies. It positions itself as a strategic pillar of development and growth through the adoption of green approaches that meet their immediate needs. This perspective constitutes a combination of financial performance and sustainability. Consequently, it allows companies to navigate with agility in a changing environment while ensuring increased resilience. Moreover, a company's ability to withstand external shocks and risks is based on three fundamental pillars. First, proactive crisis management, which essentially allows for the identification and detection of vulnerabilities related to economic and social risks, while establishing efficient and flexible financial mechanisms to mitigate their impact. Second, maintaining financial transparency is crucial to strengthening stakeholder trust, attracting investors, and solidifying the company's market reputation. Finally, incorporating responsible and resilient investments, primarily based on ESG criteria, is key. The objective of this study is to explore how the green financial function can become a key driver in increasing companies' resilience to various contemporary crises. It aims to demonstrate that the introduction of sustainable principles in financial management is a pathway to turning challenges into opportunities for growth and transformation.

Keywords : finance, corporate, innovation, resilience, crises, performance

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