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Strategic Financial Management and Sustainable Business Performance

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Abstract

Strategic financial management plays a crucial role in enhancing the long-term sustainability and competitiveness of organizations. In an increasingly uncertain business environment, organizations need to integrate financial planning, investment decisions, risk management, cost control, and resource allocation with broader sustainability objectives. This paper examines the relationship between strategic financial management practices and sustainable business performance. It focuses on how effective financial decision-making can contribute to profitability, operational efficiency, organizational resilience, and long-term value creation. The paper also highlights the importance of balancing short-term financial objectives with environmental, social, and governance considerations. By adopting a strategic approach to financial management, organizations can improve their ability to respond to market uncertainties while maintaining sustainable growth. The study provides insights for managers and policymakers seeking to strengthen financial performance while supporting responsible and sustainable business practices.

Keywords: Strategic Financial Management, Sustainable Business Performance, Financial Planning, Risk Management, Resource Allocation, Organizational Sustainability, ESG