

## Exploring Financial Prospective of Business Sustainability: Insight of Literature on Methodologies and Key Concepts

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### Abstract

Since the outbreak of the global economic crisis, pandemic, and significant geopolitical developments, corporate management and investment practices have undergone an enormous transformation. To comprehend business sustainability in long-term operation, a thorough investigation is conducted into economic models, business strategy, risk management techniques, sustainability practices, and other business operations. When a corporation experiences difficulties financially, other sustainability considerations take a backseat, and financial sustainability conveys management and investors an unambiguous understanding; therefore, the measurement of the financial sustainability becomes critical. This paper recognized the financial parameters that can be used for the measurement and financial sustainability measurement parameters categorized based on the functionality; financial parameters have been divided into three sections, mainly profit (efficiency to generate profit), obligation (short- and long-term obligation), and utilization of resources (POU). This paper helps the investors and managers along with the stakeholders to understand the financial health of firms and provide information in the decision-making and policy decisions.

### Keywords

Business Sustainability, Financial Sustainability, Measurement, ESG, Organizational Performance.