



## Sustainability and Financial Performance Relationship

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### Message from the Guest Editors

The last couple of decades have witnessed the growing interest of the academic literature in the conciliation of firm financial performance and growth with social and environmental concerns. Firms face increasing pressure from both shareholders and stakeholders towards adopting sustainable practices. Regulatory impositions, potential competitive advantages, legitimacy and ethical concerns all point to the integration of social, environmental, diversity and community dimensions into firms' daily life. At a time of huge changes and uncertainties in the internal and external factors that determine firm performance, sustainable development challenges must be at the forefront of business decisions. Nevertheless, the integration of those dimensions surely has effects on firms' operating costs, margins and market positioning. Therefore, it continues to be relevant to study the relationship between sustainability and financial performance.

