

THE RESPONSIBILITY OF ENTREPRENEURS IN MANAGING INVESTMENTS TO ENSURE BUSINESS SUSTAINABILITY: A CONCEPTUAL AND PRACTICAL REVIEW

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Abstract

This study discusses the responsibility of entrepreneurs in managing investments as an effort to ensure business continuity through conceptual and practical reviews. A literature review approach was used to collect and analyse literature related to the concept of entrepreneurial responsibility in investment management, including stewardship theory, corporate social responsibility (CSR), and corporate governance principles. In addition, responsible investment management practices in the real business world are also examined, including diversification strategies, risk management, integration of ESG (Environmental, Social, and Governance) principles, and the use of digital technology to improve the effectiveness of investment management. The results of the study indicate that entrepreneurs who are able to manage investments responsibly can not only maintain business sustainability but also create social and environmental added value. This study provides recommendations for entrepreneurs and policymakers to place greater emphasis on ethics, transparency, and adaptation to market dynamics in investment management so that businesses remain competitive and sustainable.

Keywords: entrepreneurial responsibility, investment management, business continuity, literature review, corporate social responsibility, risk management, ESG.

Introduction

The development of globalisation and increasingly fierce business competition has presented entrepreneurs with various challenges in maintaining the sustainability of their businesses. One important aspect that determines the success of a business is how entrepreneurs manage their investments responsibly. Investment management is not only key to generating profits, but also plays an important role in maintaining business continuity (Zaman, 2025).

Investment in a business context is the allocation of resources by entrepreneurs to support business development and ensure the continuity of its activities. Good investment management requires a deep understanding of risks, opportunities, and long-term impacts. Therefore, the responsibility of entrepreneurs in investment management is crucial as the foundation for business sustainability (Pastran, 2021).

Entrepreneurs' responsibilities are not limited to financial aspects but also include ethical and social aspects. Entrepreneurs are required to carry out their roles professionally by considering the interests of stakeholders, including employees, consumers, business partners, and the wider community. This is in line with the principles of corporate social responsibility (CSR), which emphasises sustainability and transparency in business. The conceptual framework of business responsibility is generally associated with stewardship theory and corporate social responsibility theory (Bai et al., 2021). Stewardship theory places entrepreneurs as managers who are responsible for the resources entrusted to them, while CSR theory emphasises the social and environmental obligations that companies must fulfil in order to make a positive contribution to society (Xu & Li, 2022).

Business continuity is one of the main objectives in investment management, because without business continuity, companies cannot maintain their existence in the market. Entrepreneurs must be able to anticipate changes in market conditions, technology, and regulations so that the investment strategies implemented remain relevant and effective in the long term (Khattak et al., 2021).

Responsible investment management is a combination of financial, managerial, and social aspects that are integrated holistically. As business managers, entrepreneurs must ensure that investments made can encourage sustainable business growth and avoid practices that can harm the company or other parties (Abbas & Bulut, 2024). However, the reality on the ground shows that not all entrepreneurs have the same understanding and commitment to responsible investment management. Factors such as limited information, market pressures, and short-term profit priorities often lead to the neglect of good investment governance principles (Rahman, 2023).

In this context, a conceptual study of business responsibility is important as an effort to provide a strong theoretical foundation. A good understanding of the concepts, regulations, and ethics of investment management can guide entrepreneurs in making investment decisions that support business continuity. In addition to conceptual reviews, practical approaches through case studies or real-world examples across various business sectors are also essential. This aims to identify best practices as well as the challenges faced by entrepreneurs in maintaining business sustainability through responsible investment management.

Research Method

The research method used in this study is literature review, where data and information are collected through searching and analysing various relevant literature, such as books, scientific journals, articles, and laws and regulations related to the responsibility of entrepreneurs in investment management to ensure business continuity. This study employs a qualitative approach with the aim of gaining a deep understanding of the concepts and practices applied by entrepreneurs through the

synthesis of various literature sources that have been systematically and critically selected in accordance with the research focus (Eliyah & Aslan, 2025); (Hardani et al., 2020).

Results and Discussion

Conceptual Responsibility of Entrepreneurs in Managing Investments

The responsibility of entrepreneurs in managing investments is one of the key elements in the sustainability of a business. Entrepreneurs act as the decision-makers regarding the allocation of funds and resources, so their role is crucial in determining the direction of the company's growth and sustainability. Well-managed investments do not only focus on short-term profits but also consider long-term impacts, both for the company and its stakeholders (Muñoz & Cohen, 2020).

Conceptually, business responsibility can be understood through several theoretical frameworks, such as stewardship theory and corporate social responsibility (CSR) theory. Stewardship theory emphasises that business owners are responsible as managers of entrusted resources, so they must ensure that investments are managed with prudence, integrity, and professionalism (Bocken et al., 2023).

In the context of CSR, business responsibility is not limited to shareholders but also extends to other stakeholders such as employees, the surrounding community, consumers, and the government. Every investment decision must consider social, economic, and environmental impacts to create harmony between business profits and social sustainability. Additionally, good corporate governance is a key principle that businesses must adhere to when managing investments. Businesspeople must uphold the principles of transparency, accountability, responsibility, independence, and fairness. All these elements minimise the risk of conflicts of interest and abuse of authority in the investment decision-making process (Lu, 2021).

In terms of regulation, entrepreneurs also have an obligation to comply with applicable laws and regulations. Every investment activity, whether in the real or non-real sector, must be within the corridor of the law to prevent violations that could result in legal, financial, and reputational losses (Financial Services Authority, 2022).

Risk analysis is an integral part of an entrepreneur's responsibilities.

When making investment decisions, entrepreneurs must be able to identify, measure, and manage various risks that may arise, including market, financial, operational, social, and environmental risks. Effective risk management prevents losses that could threaten business continuity (Wibisono & Sari, 2022). Responsible investment also means that entrepreneurs must pay attention to the efficiency and effectiveness of resource use.

Available resources must be optimally allocated to support the company's long-term goals, including innovation, human resource development, and business expansion that strengthen competitiveness (Seow, 2024).

Equally important, entrepreneurs must uphold business ethics in all investment processes. Integrity, honesty, and commitment to moral values are the foundation for building trust with stakeholders and the wider community. Corruption, collusion, and nepotism are highly contrary to these principles of responsibility (OECD, 2020).

A strategic approach to investment management must remain adaptive to market dynamics and technological developments. Responsible entrepreneurs will always be open to change, conduct periodic evaluations, and adjust their investment strategies to remain relevant to the company's future needs and potential. Active involvement in collective decision-making is part of the responsibility of entrepreneurs. By involving various internal and external parties in the investment process, entrepreneurs can gain a broader perspective, resulting in a more mature and inclusive decision-making process (Momtaz, 2024).

Entrepreneurs are also responsible for providing transparent information about their investment activities. Information disclosure enables stakeholders to objectively monitor and assess the company's investment performance, which ultimately contributes to the creation of trust and loyalty (Momaya, 2021).

Entrepreneurs' responsibility in managing investments is also reflected in their efforts to create sustainable added value. Investments are not only directed at economic growth, but also at creating positive impacts on the community and the surrounding environment, for example through community development programmes or the application of environmentally friendly technologies (Connolly, 2021).

Human resource management is also closely related to the responsibilities of entrepreneurs in investment. Entrepreneurs must ensure that investments in human resource development are effective so that employees can contribute optimally to the company's development (Guerrero et al., 2021).

Responsible entrepreneurs will always review their investment plans periodically. This review aims to adjust investment strategies to macro and micro economic developments, while anticipating possible changes in regulations or market trends (Bakry, 2024).

In the era of digitalisation, entrepreneurs must also pay attention to investments in information technology to improve efficiency, data security, and product and service innovation. Investment decisions in technology must be made in a planned manner and take into account the needs and readiness of the company (Zhang, 2020).

In addition to the internal side, entrepreneurs are also required to build strategic partnerships with external parties, such as investors, banks, and the government.

This collaboration can strengthen the company's capital structure while expanding business opportunities that can support business continuity.

Finally, the entire conceptual framework of entrepreneurs' responsibility in investment management must be aimed at creating long-term benefits and maintaining a balance between economic, social, and environmental interests. Through strong

principles of responsibility, entrepreneurs are able to create businesses that are robust, competitive, and contribute positively to sustainable development.

Practical Investment Management Practices for Business Continuity

Investment management practices aimed at ensuring business continuity require a planned, measurable, and long-term approach. In practice, entrepreneurs must be able to formulate investment strategies based on a deep understanding of business objectives, risk profiles, and evolving market trends. One of the main foundations is to align investments with the company's vision and mission so that every allocation of funds supports sustainable growth (Zeng, 2021).

An important first step is to conduct an in-depth analysis of the company's needs and targets. Entrepreneurs should not only pursue financial returns but also consider the sustainability and environmental and social impacts of every investment decision. The integration of ESG (Environmental, Social, and Governance) principles into the investment process is increasingly becoming a normative practice in response to stakeholder demands and evolving regulations (Zeng & Chen, 2023).

The implementation of a diversified investment portfolio is a common practice in managing risk and increasing the chances of business success. Diversification can be done across instruments and sectors, such as investing in fixed assets, technological innovation, human resource development, and market expansion. This helps companies remain adaptive to economic shocks and global market dynamics (Siqueira, 2022).

Risk management is an integral part of investment management practices. Entrepreneurs must identify potential risks from each investment option through comprehensive scenario analysis and mitigation. Mitigation measures, such as setting exposure limits, business insurance, and continuous monitoring, are key to maintaining business stability amid uncertainty (Zahrani, 2022).

Investment planning and evaluation must be carried out periodically to ensure that the strategies implemented remain relevant. Regular evaluation of portfolio performance, both financial and non-financial, facilitates entrepreneurs in making decisions to continue, adjust, or discontinue certain investments in line with developments (Zhuang et al., 2021).

In best practice, the formulation of clearly documented investment policies serves as a guideline for all stakeholders. These policies should include the investment vision, mission, ethical standards, and criteria for investment selection and evaluation. All policies must be communicated transparently to the entire team and business partners to ensure accountability and compliance with good governance principles (Wallin & Still, 2020). Case studies from various companies show that entrepreneurs who introduce ESG Action Plans into their investment portfolios are able to drive improvements not only in financial performance but also in reputation and relationships with the surrounding community. The implementation of ESG action plans, such as

emission reduction, community engagement programmes, and environmentally friendly product innovations, often increases the added value and competitiveness of businesses (Drobetz et al., 2024).

Investment management for business continuity must also anticipate regulatory changes and technological developments. It is important for entrepreneurs to actively follow developments in investment law, international standards, and take advantage of opportunities created through business digitalisation. Rapid adaptation to these changes is a key asset in maintaining a competitive position. In many cases, the main challenge faced is limited resources, both financial and human (De Bock, 2020). Therefore, entrepreneurs need to prioritise strategic investments that best support the achievement of the company's main objectives and collaborate with external parties such as investors or financial institutions to strengthen their capital structure. To add value, entrepreneurs are encouraged to reinvest a portion of their profits back into the business, whether in the form of product development, employee training, or business process optimisation.

Reinvestment is a proven effective approach because it improves operational efficiency while encouraging continuous innovation (Taliento et al., 2020). Active involvement in investment decision-making, both at the management and capital owner levels, encourages synergy and alignment of vision within the company.

Joint discussion and evaluation forums minimise the risk of impulsive or misguided investment decisions. Transparency regarding the use and results of investments is also an important part of building trust with stakeholders. Regular reports to owners, internal auditors, and the public build trust and facilitate early detection of potential problems (Hill, 2021).

Business protection strategies through instruments such as insurance, partnership agreements, or reserve funds help ensure operational continuity in times of crisis or economic uncertainty. Adequate protection guarantees business continuity and investment sustainability (Yousaf & Amin, 2022).

As an effort to diversify income, many entrepreneurs also invest in other businesses, either through minority shareholdings, strategic partnerships, or investments in different industries. This approach, if done in a measured manner, expands business networks and increases resilience to possible fluctuations in the main sector (De Bock, 2020).

In practical terms, the use of digital technology in investment management—whether through integrated accounting systems, big data analytics, or artificial intelligence-based forecasting—provides added value in the form of efficiency, analytical accuracy, and speed of decision-making.

In conclusion, investment management practices for business continuity are not only focused on financial aspects, but also on sustainable value creation, careful risk management, and adaptation to change. By applying the principles of sustainable and

responsible investment management, entrepreneurs can maintain the existence and competitiveness of their businesses in the long term.

Conclusion

Based on conceptual and practical considerations, the responsibility of entrepreneurs in managing investments is the main foundation for ensuring business continuity. Entrepreneurs must go beyond efforts to obtain short-term financial gains by demonstrating a comprehensive commitment that prioritises ethical, social and environmental values. Responsible investment management integrates the principles of stewardship, good corporate governance, risk mitigation, and continuous adaptation to changes in the market, regulations, and technological advances.

In practice, effective investment management requires strategic planning, transparency, risk awareness, and active involvement from all stakeholders. Approaches such as ESG integration, portfolio diversification, regular evaluation, and the use of digital technology help entrepreneurs anticipate change and strengthen business resilience. Collaboration, reinvestment, and accountability reporting add value and build trust in business relationships while ensuring the long-term prospects of the company.

In short, a business leader's responsibility in managing investments is not merely a legal or financial obligation but a continuous effort to create sustainable value. Through well-thought-out strategies and commitment to best practices, business leaders contribute to business sustainability while generating broader positive impacts for society and the environment. This comprehensive approach serves as the foundation for resilient and competitive companies in an ever-evolving business landscape.

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