

# **Strategic Financial Management**

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# **Strategic Financial Management: A Managerial Approach**

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INVESTOR IN PEOPLE

‘To our cherished families, whose boundless love, unwavering support and enduring encouragement have not only shaped our journey but have also inspired the pages of this book. With heartfelt gratitude and profound admiration, we dedicate these words as a token of our appreciation for the pillars of strength that you are’.

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# Contents

List of Contributors	ix
Preface	xi
Acknowledgements	xiii
<b>Chapter 1 Sustainability Reporting, Value Creation and Effective Corporate Governance: A Managerial Perspective</b>	<b>1</b>
<i>Premagowrie Sivanandan</i>	
<b>Chapter 2 Sustainability and ESG Integration</b>	<b>13</b>
<i>Hassan Muaaz and Muhammad Ali</i>	
<b>Chapter 3 Globalization and International Financial Strategies</b>	<b>35</b>
<i>Wu Weijian</i>	
<b>Chapter 4 Financial Risk Management in the Digital Age</b>	<b>49</b>
<i>Zhang Xiaoqi and Muhammad Ali</i>	
<b>Chapter 5 Corporate Governance for SMEs: Theory, Problem and Implications</b>	<b>71</b>
<i>Muhammad Faisal Sultan, Muhammad Raghif Zafar and Kashif Riaz</i>	
<b>Chapter 6 Managing Financial Talent in a Competitive World</b>	<b>83</b>
<i>Zhang Can</i>	
<b>Chapter 7 Data Management and Analytics in Finance</b>	<b>93</b>
<i>Rabia Sabri and Tehzeeb Sakina Amir</i>	

<b>Chapter 8 Regulatory Changes and Compliance Challenges</b> <i>Wei Xi</i>	119
<b>Chapter 9 Financial Communication and Stakeholder Relations</b> <i>Sun Zhuyin and Muhammad Ali</i>	135
<b>Chapter 10 Financial Decision-Making in Uncertain Markets</b> <i>Liu Zihang and Muhammad Ali</i>	155
<b>Chapter 11 Corporate Governance Benefits for Small- and Medium-Sized Enterprises (SMEs): An Effective Policy Management</b> <i>Muhammad Faisal Sultan, Israr Ahmed Jatoi and Kashif Riaz</i>	169
<b>Chapter 12 Cost, Issues and Hindrances for Implementing Corporate Governance in SMEs</b> <i>Muhammad Faisal Sultan, Muhammad Asim and Kashif Mehmood</i>	177



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# Preface

*Muhammad Ali, Leong Choi-Meng, Syed Ali Raza, Chin-Hong Puah,  
Premagowrie Sivanandan*

Greetings to every individual embarking on the perceptive voyage outlined in '*Strategic Financial Management: A Managerial Approach*'. This research book proves to be a useful companion, providing a careful road map through the complex landscape of modern finance. Financial managers face difficulties in the dynamic business environment of today, and this book provides genuine thoughts and tactics that thoughtfully solve those challenges. Financial managers find themselves at the nexus of tradition and innovation in a period characterised by rapid transformations. More than just a guide, this research book seeks to be a reliable partner for anyone negotiating the challenges of making financial decisions in a setting that necessitates flexibility and critical thinking. The environmental, social and governance (ESG) elements and sustainability have become increasingly important, causing a significant change in the financial landscape. This book explores the relationship between value generation, effective corporate governance and sustainability reporting from a managerial standpoint. Its objective is to provide managers with the knowledge and skills necessary to reconcile profit-driven financial objectives with morally and responsibly conducted businesses. Managers need to re-evaluate international finance plans considering the ways that globalisation has changed the business landscape.

This book rises to the occasion, giving managers navigating the global financial arena insightful perspectives on the opportunities and challenges presented by globalisation. This book examines techniques for controlling financial risks in the face of technical breakthroughs in the digital age, where opportunities and threats abound, particularly in financial risk management. The goal is to provide managers with the tools they need to prosper in the digital age, not just get by. As they are the backbone of economies, small- and medium-sized enterprises (SMEs) require a special approach to financial regulation. A special chapter that offers theoretical frameworks and useful consequences for managers, entrepreneurs and policymakers tackles the unique problems that SMEs encounter. The capacity to gather, process and evaluate information is an essential managerial skill in a world where 'data is king'. This book examines data analytics and management in the finance industry, providing insights into using data to make well-informed decisions – a critical ability in today's data-driven business climate.

The dynamic nature of regulatory environments presents a challenge to compliance. The chapter on regulatory changes and compliance challenges explores how changing regulations affect financial management and provides guidance on how to deal with the difficulties associated with compliance. Building trust and transparency requires effective stakeholder connections and financial communication. A special chapter looks at ways to build positive connections with stakeholders. The final section of our journey across these pages looks at making financial decisions in erratic and unpredictable markets. Managers must have ways to make wise judgements that endure market swings in a volatile and unpredictable environment. This book invites you to go out on a voyage of exploration, where each chapter reveals a fresh aspect of financials and money management. Whether you are an experienced manager or a novice, the pertinent and insightful information presented in this research book intends to equip you with the skills and understanding required to successfully negotiate the complex curves of today's financial environment.

When you open 'Strategic Financial Management: A Managerial Approach', picture yourself as an avid and involved reader who is actively exploring tips and tactics that can help you to strengthen your current financial success as well as provide useful information to climb out of current financial difficulties. Either way, this research book is here to make strategic financial management more understandable and relatable for you.

# Acknowledgements

We extend our sincere gratitude to the gifted writers who shaped the story of this book with their commitment, knowledge and teamwork. They are the real designers of this project, and each chapter has benefited from their contributions, which have given it more depth and richness.

We would also like to thank our families for being our steadfast source of support and for giving us the time and space we needed to learn about the intricacies of contemporary finance.

We express our gratitude to the hard-working staff of the Emerald publishing team. The dedicated staff of Emerald publishing has played an essential role in transforming concepts into the concrete information that is contained on these pages. We received wonderful support from team Emerald throughout the publishing process.

Finally, we would like to thank all of you, the readers. We are inspired by your dedication to overcoming the obstacles of contemporary finance and your quest for knowledge. We all contributed to this book, and we genuinely hope it will be a useful tool for you as you pursue your managerial goals.