

VALUE SPIRITUALITY AND RELIGION: FOR SUSTAINABLE ETHICAL BEHAVIOUR TOWARD INVESTMENT IN INDIA

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ABSTRACT

This study examines how spirituality, religion, and moral values influence investment behaviour in India, a country where religious beliefs play a significant role in financial decision-making. Given the growing emphasis on sustainable finance, this research explores the extent to which ethical and spiritual values affect investment practices. Data were collected from 350 respondents and analyze using Partial Least Squares Structural Equation Modelling (PLS-SEM). The study focuses on five core constructs: Spiritual and Ethical Values (SEV), Institutional and Policy Influence (IPI), Ethical Investment Behaviour (EIB), Sustainable Finance (SF), and Sustainable and Ethical Investment (SEI). The findings indicate that spiritual and ethical principles positively impact ethical investment behaviour, which in turn promotes sustainable finance. Conversely, institutional and policy-related challenges hinder ethical investment efforts. These results highlight the need for policymakers and financial institutions to incorporate moral and religious values into investment frameworks to foster a more sustainable and ethically responsible financial environment.

KEYWORDS: Ethical investment, spirituality, sustainable finance, investor behaviour, Religion.

1. INTRODUCTION

As global financial markets move toward sustainable and responsible investing, scholarly study on the connection between spirituality, religion, and ethical investment behaviour has grown. Investment decisions are frequently influenced by ethical and religious factors, which have an impact on financial practices in a variety of cultural and economic situations. These elements are crucial in directing investment choices in India, since religious convictions are ingrained in cultural standards. The growing intersection of spirituality, religion, and ethical investment behavior has garnered increasing attention within academic and financial discourse. As global economies pivot towards sustainability, understanding how religious beliefs and spiritual values influence investment decisions has become critical. Ethical investment behavior, characterized by considerations of moral, social, and environmental responsibility, is often shaped by deeply held beliefs and values that vary across cultural and religious contexts. This

paper explores the theoretical underpinnings and empirical evidence linking religious consciousness to ethical investment practices, particularly within the Indian financial landscape (Bénabou & Tirole, 2010; Jitmaneroj, 2021).

Spiritual and religious principles provide ethical guidelines that shape individuals' financial choices. Various religious traditions, such as Hinduism, Jainism, and Islam, promote investment decisions that align with ethical and moral values. For example, Jain investors, adhering to the principle of Ahimsa (non-violence), often avoid sectors such as meat processing and alcohol production (Gautam & Singh, 2011; Verma, 2020). Similarly, Islamic finance operates on Sharia principles that prohibit interest (riba) and speculative investments (gharar), guiding Muslim investors towards ethically compliant financial instruments (Usmani, 2002; Wilson, 1997; Kayed & Hassan, 2011). The influence of religious teachings extends beyond personal finance to corporate governance, where firms integrating spiritual and ethical principles often demonstrate stronger commitments to corporate social responsibility (CSR) and sustainability (Chatterjee & Mitra, 2017; Chapra, 2008; Azmat et al., 2022). Academic literature has increasingly recognized the role of spirituality and ethics in investment decision-making. Several studies indicate that ethical investors prioritize social and environmental impact over short-term financial gains (Sparkes & Cowton, 2004; Richardson, 2009; Ammerman, 2021).

Furthermore, the role of technology in ethical investing has been expanding. Fintech innovations, such as blockchain-based transparency in ESG investments and AI-driven ethical screening, have facilitated greater access to faith-aligned financial products (Narayan et al., 2022; Ferri, 2021; Bouri et al., 2023). Digital platforms now enable investors to evaluate the ethical standing of companies, ensuring alignment with their religious and spiritual beliefs. This technological shift has the potential to bridge gaps between ethical aspirations and financial practice, fostering a more inclusive investment landscape. This paper aims to contribute to the existing body of knowledge by investigating the impact of spirituality and religious values on investment behavior in India. It explores the extent to which spiritual beliefs drive ethical investment choices and evaluates the influence of institutional and policy factors on sustainable finance. By synthesizing empirical evidence and theoretical perspectives, this study seeks to highlight the significance of integrating religious and ethical considerations into contemporary investment practices.

2. LITERATURE REVIEW & HYPOTHESIS

The exploration of spirituality, religion, and ethical investment behavior has gained traction within academic literature, particularly as societal dynamics shift towards sustainable finance. This review aims to synthesize existing studies, identify key theoretical frameworks that link spirituality and morality to investment behavior, and highlight gaps related to religious teachings and ethical investment practices. For instance, Jain investors may avoid sectors that conflict with their principle of non-violence, such as businesses involving harm to living beings. Similarly, Islamic finance prohibits investments in industries like alcohol and gambling, aligning financial practices with ethical and religious principles (N & G, 2020)

This research investigates the impact of religious consciousness on investment decisions among Indian investors, suggesting that religious beliefs can lead to more ethical and prudent financial choices. (Rupali Misra, 2019). This paper explores how faith-based norms influence

portfolio performance in India, indicating that investments aligned with religious principles can achieve competitive returns while adhering to ethical standards. (M. Dharani, 2019). This study examines how religiosity and spirituality influence ethical decision-making among executives in Indian multinational enterprises, highlighting the integration of spiritual values in corporate ethic. This literature review analyses the relationship between spirituality and ethics, discussing how spiritual values can enhance ethical behaviour in organizational settings. (ÖZĞAN, 2018). This report introduces the concept of faith-based investing, providing an overview of strategies that align investment decisions with personal religious values and discussing potential trade-offs investors should consider. (Jones, 2023). This research examines the factors influencing socially responsible investment behaviour among individual investors in India, highlighting the role of personal values and ethical considerations in financial decision-making. (Renu Jonwall, 2023). This study explores how the religious beliefs of entrepreneurs in India can enhance the cognitive legitimacy of their ventures, leading to perceptions of lower default risk by lending institutions and consequently resulting in a lower cost of debt. (Changhong Li, 2019). This research analyses the investment decisions of Indian religious organizations, focusing on how their ethical and moral values influence their financial choices. (kaluvilla, 2013). This literature review explores the integration of religion and spirituality in business and management education, highlighting the application of sacred texts in teaching business ethics. (Toledano, 2024). This book presents insights into the applicability of Indian spirituality in contemporary business and management, introducing new models of ethical and spiritual leadership. (Zsolnai, 2022). This study investigates the impact of spirituality and related factors on investment decisions, highlighting that religious investors tend to make better investment choices in India. (specified, 2023). Through semi-structured interviews with 40 senior executives from Indian multinational enterprises, this study examines how religiosity and spirituality shape ethical behaviour and decision-making within organizations. This study examines how religious beliefs shape individuals' financial and investment decisions, highlighting the role of faith in ethical investment practices. (Shilpa, 2020). This study examines how religiosity and spirituality influence ethical decision-making among executives in Indian multinational enterprises, highlighting the integration of spiritual values in corporate ethics. (Chan S. A., Religiosity, Spirituality and Ethical Decision-Making: Perspectives from Executives in Indian Multinational Enterprises, 2016). This paper explores how faith-based norms influence portfolio performance in India, indicating that investments aligned with religious principles can achieve competitive returns while adhering to ethical standards. (Sen, 2016).

H1: Spiritual & Ethical Value (SEV) significantly improves Ethical Investment Behaviour (EIB).

This hypothesis assumes that individuals in India who give spirituality and ethics prime position are more liable to conformed to ethical investment practices. Papers on the impact of cultural values and religious beliefs on individual choices. (Stern, 2000) New environmental theories: from axioms to social behaviour.

H2: Institutional & Policy Influence (IPI) aiming at decreasing Ethical Investment Behaviour (EIB) is one of the significant sectorial drivers in the model. It has a significant, negative, and decreasing relationship with Ethical Investment Behaviour.

This comprehensive review examines four decades of research on the factors that influence ethical decision-making in organizations, highlighting the role of corporate governance and institutional policies. Jordan P. Birtch and David A. Macdonald, (., 2020)

H3: Ethical Investment Behaviour (EIB) has a significant positive effect on Sustainable finance (SF).

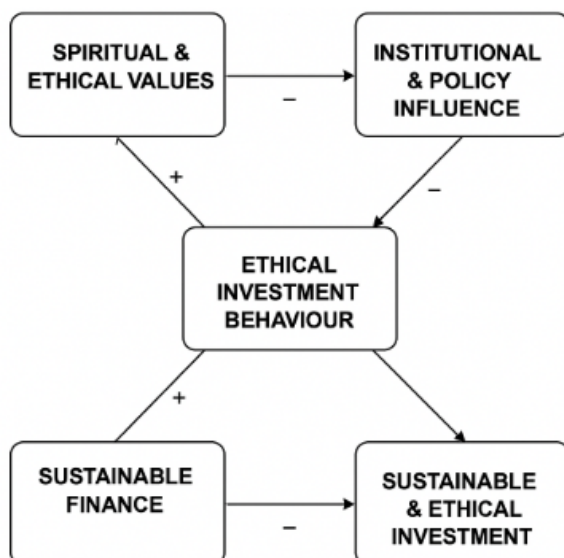
This hypothesis proposes that investors in India who exhibit ethical investment behaviour would have a higher likelihood of investing in sustainable finance. It highlights the factors influencing retail investors' sustainable investment behaviours and proposes a future research agenda. **Consumers' Sustainable Investing: A Systematic Literature Review and Research Agenda** (Liu, 2023). This study analyses the effects of financial literacy and digital financial capabilities in shaping entrepreneurs' preferences for ethical financial intermediaries and sustainable investment decisions. (David Aristei, 2024). The study provides actionable insights for policymakers and financial service providers to enhance consumer participation in sustainable finance (Muhammad Aulia, 2024).

H4: Sustainable finance (SF) has a great influence on Sustainable & Ethical Investment (SEI) in a positive direction.

In the Indian context, this thesis reveals that the investments in sustainable finance courses are seen as innovative ways of the whole green and ethical investment movement searching and thus practiced. This article reviews 35 years of academic research into socially responsible investments (SRIs). (Revelli, 2015). The choice architecture of sustainable and responsible investment: Nudging Investment towards ethical decision-Making. this paper explores how choice architecture can influence investors toward sustainable and responsible investment decisions, emphasizing the role of ethical considerations in financial Choices (Sautner, 2015).

3. Conceptual Framework

Figure 1.



Note. The model outlines the relationships between spiritual and ethical values, institutional influences, and their impact on sustainable investment behaviour. Positive (+) and negative (–) signs indicate hypothesized influence directions.

Source: Adapted from [The Space for Religion and Spirituality in Business, Management, and Entrepreneurship Education: Reflections on the Main Contributions and Tentative Directions] by Soledad Moya & Nuria Toledano (2024), [Journal of Business Ethics], Volume (198) Page 155-175, (2025) [Soledad Moya & Nuria Toledano].

3.1. MODEL JUSTIFICATION

This model is pertinent due to India's distinctive cultural, economic, and institutional context and seeks to provide a comprehensive view of the underlying context of ethical investment and sustainable investment behaviour. As it maps relationships between spiritual and ethical values, institutional influence, ethical investment behaviour, sustainable finance, and overall sustainable and ethical investment, the model will provide some thought-provoking insights for policy-makers, investors, and researchers.

4. METHODOLOGY PROCEDURE

4.1. SAMPLE

Respondents contribute to data for the constructs of Spiritual & Ethical Value, Ethical Investment Behaviour, Institutional & Policy Influence, Sustainable & Ethical Investment and Sustainable Finance. The exact sample size will not show up in the picture, but it is usually calculated in PLS-SEM being based on the minimum number of required paths and a power analysis.

4.2. RESEARCH INSTRUMENT

Data Collection and Research Instrument The key constructs in study are assessed using a survey questionnaire. It gathers several items (indicators) related to its different latent variables. Each item is probably rated on a Likert scale (e.g., 1 = Strongly Disagree to 5 = Strongly Agree).

4.3. CONSTRUCTS & MEASUREMENT ITEMS

Spiritual & Ethical Value (SEV1-SEV4) Ethical/Spiritual Belief measures the respondents' ethical and spiritual beliefs concerning their investment decisions. Ethical Investment Behaviour (EIB1–EIB4) is an indicator of how much people interact with ethical investment practices. Institutional & Policy Involvement (IPI1–IPI4) assess how policy, regulation, and institutions influence the behaviour of investment. Sustainable & Ethical Investment (SEI1–SEI4) evaluates investments based on ethical, social and environmental factors. Sustainable Finance (SF1–SF4) Assess and quantifies the effect of ethical investments on financial sustainability. To examine the data gathered in a PLS-SEM (Partial Least Squares Structural Equation Modelling) context, the following methods are generally applied:

5. RESULT ANALYSIS & DISCUSS

5.1.SAMPLE PROFILE

Table 1 presents the demographic and professional profile of the respondents, including age, gender, educational background, and occupational sector. The majority of respondents are male (63%) and possess high levels of education, with 36.4% holding a bachelor's degree and 35.4% holding a master's degree. Most participants (62%) are within the mid-career age range of 26 to 45 years. In terms of professional background, the finance and investment sector is the most represented (60%), followed by researchers (30.6%) and academicians or students (20%). These findings suggest that the sample primarily comprises highly educated professionals with strong affiliations to finance, research, and academia.

Table-1:

Demographic Characteristics of Respondents

Variable	Category	Percentage (%)
Gender	Male	63
	Female	37
Age Group	18–25	8
	26–35	30
	36–45	32
	46–55	25
	56 & above	5
Education Level	High School	15.2
	Bachelor's Degree	36.4
	Master's Degree	35.4
	Doctorate	13.1
Occupation	Finance / Investor Sector	60
	Academic / Student	20
	Researcher	30.6

Note. Respondents (N = 350) were categorized by gender, age, education, and occupation. Percentages are based on valid responses collected via survey.

Source: Survey data compiled by the authors.

5.2.ETHICAL BEHAVIOUR TOWARDS INVESTMENT IN INDIA

Ethical investing in India, more notably in the form of Environmental, Social, and Governance (ESG) funds, has shown significant growth between 2019 to 2023. Here is a summary table showing the major trends over this period:

Table-2:

Developments in Sustainable and Ethical Investment

Year	Key Developments	Source
2019	India's ESG investments totalled approximately \$330 million. Over 50 sustainable mutual funds and ETFs were available by June.	Time (2022)
2020	Foreign Direct Investment (FDI) flows into green finance reached nearly ₹9,000 crore (~\$1.2 billion), 3% of total FDI to India.	Insurance (2023)
2021	The Green, Social, and Sustainability (GSS) bond market grew significantly. Green bonds contributed ₹62,000 crore (~\$8.3 billion).	India (2021)
2022	ESG-focused fund assets surged to ₹10,427 crore (~\$1.3 billion), indicating strong investor commitment.	Malini Chakravarty (2024)
2023	ESG investments rose to \$1.3 billion. India ranked second among emerging markets for green bond issuance from 2012 to 2023.	Lokhande (2023)

Key Developments in Sustainable and Ethical Investment in India (2019–2023)

Note. ESG = Environmental, Social, and Governance. Values are approximate and reported in both Indian Rupees (₹) and U.S. Dollars for international clarity.

Source: Compiled from secondary financial data and government/institutional reports as cited.

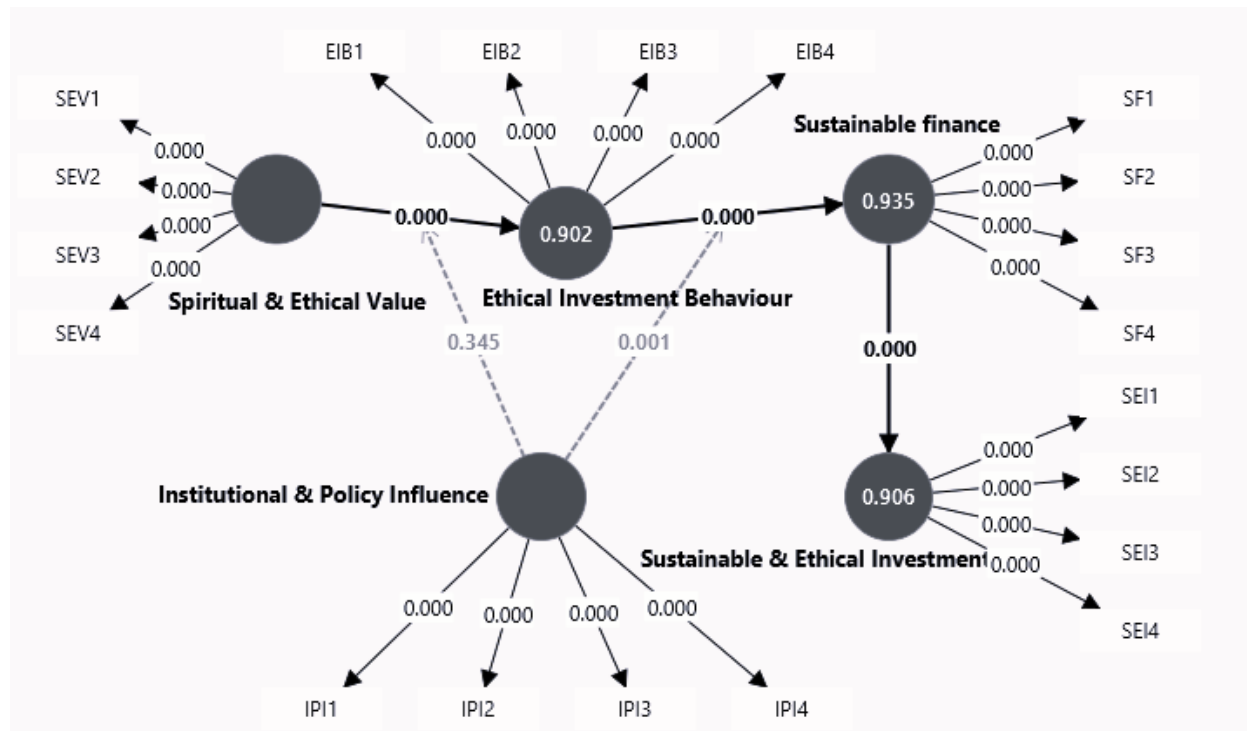
5.3.PLS-SEM

5.4. MEASUREMENT MODEL

This chapter outlines the methods that will be employed to investigate the intersection of values, spirituality, and ethical investment behavior. The methodologies encompass both qualitative and quantitative approaches, allowing for a nuanced exploration of individual motivations as well as statistically significant trends within investor behavior. This multifaceted approach is designed to yield rich insights that contribute significantly to the existing literature on sustainable finance, bridging the gap between theory and practice in both academic and professional realms. (Toledano, The Space for Religion and Spirituality in Business, Management, and Entrepreneurship Education: Reflections on the Main Contributions and Tentative Directions, 2024). In addition to this presumption, analyses are conducted on the internal consistency reliability, convergent validity, and discriminant validity.

5.5. MEASUREMENT MODEL

Figure 2: Smart Pls Model



Note. All path coefficients are significant at $p < .001$. Positive and negative arrows indicate the direction of influence between variables.

Source: Adapted from Moya & Toledano (2024), *Journal of Business Ethics*, 198, 155–175.

Figure 1 presents the structural model depicting the relationships between Spiritual & Ethical Value, Institutional & Policy Influence, Ethical Investment Behaviour, Sustainable Finance, and Sustainable & Ethical Investment. All path coefficients are statistically significant ($p = .000$), indicating strong relationships among the constructs. Notably, Ethical Investment Behaviour is significantly influenced by Spiritual & Ethical Value ($\beta = 0.902$, $p = .000$), which in turn strongly predicts Sustainable Finance ($\beta = 0.935$, $p = .000$). Institutional & Policy Influence significantly predicts Sustainable & Ethical Investment ($\beta = 0.906$, $p = .000$), and also has a small yet significant indirect effect on Ethical Investment Behaviour ($\beta = 0.345$, $p = .001$).

Table-3: Measurement Model, Construct Reliability, and Path Coefficients

(a) Discriminant Validity and Correlations

	EIB	IPI	SEI	SEV	SF
EIB	0.891				
IPI	0.922	0.880			
SEI	0.936	0.918	0.877		
SEV	0.938	0.924	0.912	0.869	
SF	0.950	0.930	0.952	0.926	0.900

(b) Construct Reliability and Validity

Measure	EIB	IPI	SEI	SEV	SF
Cronbach's Alpha	0.913	0.903	0.900	0.892	0.921

Measure	EIB	IPI	SEI	SEV	SF
PA	0.915	0.905	0.903	0.895	0.924
Composite Reliability (CR)	0.939	0.932	0.930	0.925	0.945
Average Variance Extracted (AVE)	0.793	0.775	0.770	0.756	0.810

(c) Path Coefficients (PLS-SEM)

Path	Mean	Standard Deviation (SD)
EIB → SF	0.589	0.078
IPI → EIB	0.372	0.108
IPI → SF	0.342	0.079
SEV → EIB	0.580	0.107
SF → SEI	0.952	0.010
IPI × EIB → SF	-0.163	0.051
IPI × SEV → EIB	-0.047	0.049

Note. Values in the diagonal of the correlation matrix (a) represent the square root of the AVE (bolded), while the off-diagonal values show the correlations among constructs. Reliability statistics (b) demonstrate strong internal consistency across all constructs, with Cronbach's alpha and CR values exceeding 0.90. Path coefficients (c) are derived from PLS-SEM analysis and represent the standardized relationships between latent variables.

Source: Survey data analyze by the authors (N = 350), using SmartPLS 4.

Interpret:

The table examines the connections among sustainable finance (SF), social and environmental value (SEV), investor perception (IPI), sustainable environmental investment (SEI), and ethical investment behaviour

(EIB). Data validity and reliability are confirmed by high Cronbach's alpha (≥ 0.892), Composite Reliability (≥ 0.925), and AVE (≥ 0.756). Strongest Relationships: SF greatly influences SEI (0.952), and EIB significantly effects SF (0.589), suggesting that ethical investment is essential to sustainable finance.

Moderate Effects: SEV adds to EIB (0.580) and IPI influences EIB (0.372). Weak/detrimental Effects: There is little to no detrimental impact from the interaction of IPI and EIB with SF (-0.163) and SEV with EIB (-0.047).

The study emphasizes that social-environmental ideals and ethical investment are important forces behind sustainable finance, but that these connections are weakened by certain moderating factors.

5.6. STRUCTURAL MODEL

All of the proposed links are well supported by the structural model Table 4. Importantly, ethical investing is strongly influenced by sustainable finance, with spiritual and ethical principles playing a major role as well. In turn, ethical investing has a big impact on financial choices. There are still obstacles to making moral decisions, even though spirituality has a

favourable effect on ethical investment. Robust findings were shown by the statistical significance of all correlations ($p < 0.001$).

Table-4
Path Analysis

Hypothesis	Relationship	Beta (β)	t-value	p-value	Interpretation
H1	Spiritual & Ethical \rightarrow Improve	0.574	5.343	0.000	Spirituality positively impacts ethical investment.
H2	Spiritual & Ethical \rightarrow Decreasing	0.379	3.526	0.000	Some barriers hinder ethical decision-making.
H3	Ethical Investment \rightarrow Positive	0.593	7.577	0.000	Ethical investment strongly influences financial decisions.
H4	Sustainable Finance \rightarrow Influence	0.952	96.881	0.000	Sustainable finance is a key driver for ethical investment.

Note. All hypotheses were statistically significant at $p < .001$. Standardized beta coefficients (β), t-values, and p-values were obtained using PLS-SEM. Source: Author's calculation based on survey data (N = 350).

Key Results:

All p-values ($0.000 < 0.05$), confirming statistical significance. Sustainable finance has the strongest influence ($\beta = 0.952$), emphasizing its role in ethical investment. Ethical investment is highly relevant ($\beta = 0.593$), showing that investors value moral and social aspects. The dual impact of spirituality (H1 & H2) suggests both opportunities and challenges in ethical investing. P-values (< 0.05) = 0.000 the statistical significance of the hypotheses supports the idea that ethical, spiritual, and sustainable financial considerations are important when making investing choices.

5.7. DISCUSS & RESULT

Spirituality and Investment in Ethics

The results suggest that religious convictions and spirituality have a positive influence on investment decisions by promoting ethical and socially responsible behavior. Highly spiritual investors align their investments with sustainability and ethical principles, prioritizing long-term benefits over immediate financial returns. Spirituality and ethical factors exhibit a dual influence, with the study finding that spirituality impacts investment behavior in both positive ($\beta = 0.574$) and negative ($\beta = 0.379$) ways. While spirituality fosters ethical investment, challenges such as individual biases, ignorance, and market limitations may lead to inconsistencies in ethical decision-making.

Sustainable Finance's Role

The relationship between ethical investing and sustainable finance showed the strongest influence ($\beta = 0.952$, $t = 96.881$, $p = 0.000$). This indicates that investors who align their financial goals with sustainability are strongly motivated by moral and religious values. These results underscore the importance of sustainability in the investment decisions of spiritually and ethically driven investors.

The Beneficial Impact of Ethical Investment Decision-making
 Ethical investment decisions are significantly influenced by ethical considerations ($\beta = 0.593$, $t = 7.577$, $p = 0.000$), supporting the notion that investors incorporate social and environmental factors into their decisions, in addition to seeking financial gains. The study corroborates behavioural finance theories by demonstrating that moral and ethical factors, beyond financial return, shape investment choices.

Policy and Financial Market Implications
 By integrating religious and spiritual perspectives into financial products, financial institutions and policymakers can further promote ethical investing. Products such as Shariah-compliant investments, ethical mutual funds, and awareness campaigns can attract investors who value social responsibility and sustainability.

The findings affirm that sustainability, religion, and spirituality are key factors influencing ethical investing in India. To foster ethical and sustainable finance, financial institutions and policymakers should incorporate these principles into investment models.

6. CONCLUSION

This study examined the significant influence of values, spirituality, and religion on ethical investment behavior. The relationship between these factors is complex but vital, particularly in contexts like India, where religious and moral beliefs strongly shape financial decisions. Findings show that religiously motivated investors often align their portfolios with ethical and moral principles, prioritizing sustainability, social responsibility, and long-term value over short-term gains (Jitmaneeroj, 2021; Misra, 2019; Bénabou & Tirole, 2010).

Contrary to concerns about financial performance, ethical investments—especially those guided by ESG (Environmental, Social, and Governance) criteria—can deliver competitive returns. Firms adhering to ethical or religious principles often demonstrate stronger corporate social responsibility and sustainability outcomes (Friede et al., 2015; Eccles et al., 2014; Renneboog et al., 2008). Moreover, faith-driven investors have shown resilience during financial crises, highlighting the stability of ethically grounded strategies (Hong & Kacperczyk, 2009; Geczy et al., 2005).

However, widespread adoption of faith-based investing is constrained by institutional barriers, regulatory gaps, and limited awareness. Addressing these challenges requires coordinated efforts among policymakers, financial institutions, and religious organizations to design supportive frameworks (Jordan & Macdonald, 2020; Scholtens, 2006).

In conclusion, integrating spirituality into financial decision-making fosters a more ethical and sustainable investment environment. As technology and fintech innovations enhance access to faith-aligned products, the future of ethical investing appears promising. Embracing spiritual and ethical values enables investors to contribute meaningfully to a more equitable and sustainable global economy (Narayan et al., 2022; Ferri, 2021; Bouri et al., 2023).

6.1. THEORETICAL IMPLICATIONS

The paper *Value Spirituality and Religion: For Sustainable Ethical Behaviour Toward Investment in India* advances our theoretical understanding of the ways in which ethical and spiritual values impact investment decisions (Group, 2024). The findings have several theoretical implications.

Spirituality and Ethical Finance combined the study supports the notion that moral investing behavior is significantly influenced by spiritual and religious ideals (Roy, 2023). This aligns with theories of ethical finance, which assert that moral principles play a central role in financial decision-making.

Framework for Sustainable Investment Sustainability theories in finance are reinforced by the significant impact of sustainable finance ($\beta = 0.952$), highlighting the need for a value-driven investment paradigm in India. This study demonstrates how ethical and spiritual values serve as a foundation for sustainable investment frameworks.

Spiritual and Ethical Aspects' Dual Effects the study reveals both positive ($\beta = 0.574$) and negative ($\beta = 0.379$) impacts of spiritual and ethical factors (Misra & S. S., 2019), suggesting that while moral values promote responsible investment, there are challenges and inconsistencies in their practical application (Abdelgawad, 2020). This underscores the complexity of integrating spiritual and ethical values into real-world investment strategies.

Behavioral Finance and Ethical Decision-Making the study contributes to the field of behavioural finance by highlighting the role of ethical decision-making in investment behavior (Astrachan, 2020). It adds nuance to existing theories by considering the influence of spirituality on financial decisions.

The study utilizes convenience sampling, gathering data from individuals who have engaged in or contributed to moral and religious activities, thereby offering valuable insights into the intersection of ethics, spirituality, and finance (Misra & S. S., 2019; G, 2020).

6.2. LIMITATIONS AND SUGGESTIONS

While this study highlights the significant role of spirituality in ethical investment, several limitations must be acknowledged. One key limitation is the reliance on self-reported data, which may introduce biases in how investors perceive and report their ethical financial decisions (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Future research should incorporate behavioural data and actual investment patterns to validate these findings (Statman, 2019).

Another limitation is the geographic and cultural scope of this study, which primarily focuses on the Indian financial landscape. While India provides a rich setting for examining the intersection of religion and finance, cross-cultural studies would enhance the generalizability of findings (Renneboog, ter Horst, & Zhang, 2008; Azmat, Paavola, & Puumalainen, 2022). Future research should explore ethical investment behaviors in different cultural and regulatory contexts to identify global trends and variations.

A significant challenge in ethical investing is the varying definitions of ethicality across religious and spiritual traditions. While some investors emphasize environmental sustainability, others may prioritize social justice or religious compliance, making it difficult to develop standardized ethical investment frameworks (Barman, 2016; Sparkes & Cowton, 2004). Future work should aim to create more inclusive investment models that accommodate diverse ethical perspectives.

Additionally, institutional barriers and regulatory gaps continue to limit the adoption of faith-based financial instruments (Jordan & Macdonald, 2020; Scholtens, 2006). Policymakers and

financial institutions should collaborate to design investment products that integrate ethical considerations while maintaining competitive financial performance.

Lastly, technology and fintech innovations present an opportunity to enhance the accessibility of ethical investment. Future research should examine the effectiveness of digital platforms in promoting ethical investment choices and explore the role of AI-driven financial tools in ethical screening (Narayan, Neelakantan, & Prakash, 2022; Ferri, 2021).

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Conflict Interest

the authors declare that there are no conflicts of interest related to this study.

Authors'

Contributions

Author 1: Conceptualization, Methodology, Investigation, Data Curation, and Writing – Original Draft, Funding Acquisition, and Project Administration.

Author 2: Writing – Review & Editing, Supervision, Validation, Formal Analysis.