

Innovations in Strategic Management: Navigating Complexity and Driving Organizational Success

# Survey on financial portfolio management's role in investment decision-making strategies

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**Abstract** Financial portfolio management is an organizational approach for managing a group of financial assets organized by a person, institution, or organization. It entails the dynamic allocation and reallocation of assets to accomplish specified financial goals whilst considering the risk tolerance and market environment. Diversification amongst several asset types, including stocks, bonds and alternative investments, is part of the process to maximize returns and reduce risk. Portfolio managers aim to optimize the performance and coordinate the portfolio with the organization's overall financial objectives through monitoring, analysis and modifications. Effective financial portfolio management is critical for attaining long-term financial stability and growth of the organization in a dynamic economic landscape. In this research, we investigate portfolio management by examining its primary objectives, fundamental requirements, investment approaches and procedural elements of economic management. It examines the abilities necessary for effective portfolio management, focusing on the principle of portfolio premises. The research further examines the various strategies for portfolio development, including the revenue portfolio, speculative portfolio, voluntary portfolio, protective portfolio and hybrid portfolio. By investigating these components, the study demonstrates a comprehensive understanding of the complexities of portfolio management and provides an in-depth overview for analyzing investment strategies and financial decisions in the context of organization management.

**Keywords:** portfolio management, organization management, financial decision-making, review, investment

## 1. Introduction

In the context of investing, financial portfolio management is important because it provides a framework for people, organizations and fund managers to maximize returns while controlling risk. Obtaining certain goals for investing is the main objective of this art and science, which entails building as well as managing a diverse portfolio of funds. It includes a variety of methods, approaches and factors meant to optimize returns while staying within the bounds of an investor's period, risk appetite and investment goals. In the context of financial methods, it was in charge of the relationships that develop with the market players (Akhiezer et al 2022).

Preceding data mining and the explosion of social media, investor sentiment has been a topic of study, a novel approach to distributing portfolios that takes the public mood into account. Secondly, an online investing strategy is produced on its own by the stock distribution process. This eliminates the need for manually created expert knowledge and makes it simple to modify the model to take holding positions and transaction costs into account. Furthermore, the suggested model can be changed in real time (Malandri 2018).

Several optimization models that try to optimize a given state by specific criteria while meeting limited conditions can be solved in the discipline of managing a collection of projects. As the fundamental responsibility of initiative directors is to distribute restricted funds around various projects to meet objectives and guarantee value for the business (Kral Pet al 2019).

Considering management is essential to the methodical management of projects, the Project Portfolio Management (PPM) strategy connects operations to the company direction, improving the alignment of strategy. Toward recent shifts in several industries, particularly the Information Technology (IT) industry, prominent companies are requiring project portfolios to be more strategically linked with achieving their long-term objectives (Ershadi et al 2020). Grouping research, a multi-variate statistical modeling technique that arranges elements in a data set into homogeneous groups, has emerged as one of the cutting-edge strategies in portfolio selection. Clustering analysis, which uses uncontrolled algorithms to prepare stock selection, has the potential to be an effective technique for assisting in the creation of preferred portfolios (Mansour et al 2019).

To provide finance to businesses, people and fulfill the monetary needs of entrepreneurs, the banking industry plays a vital part. Additionally, the banking industry is important in a nation's efforts to adapt the climate change and strengthen its financial defenses against related hazards. By redistributing funding to sectors that are sensitive to climate change, banks can lessen the risks related to sustainability coupled with climate change, lessen their effects, adapt to the changing environment and support regeneration (Park et al 2020).

Utilizing the unbalanced GARCH approach is important because it allows investigating an additional market's negative shocks and one market's realistic responses to favorable shocks. However, the exact reaction to the positive and negative shocks cannot be determined by using a basic GARCH estimate. Utilizing an asymmetric GARCH-based portfolio analysis to mitigate investor risk, the current work adds to the body of existing data (Khalfaoui et al 2019). We explore portfolio management by looking at its key goals, fundamental requirements, investment strategies and economic management procedures.

## 2. Purposes and Needs

The majority of investors view holding many assets at once as a way to spread their risks and avoid having all of their goods in one basket because of the simple truth that different securities involve a variety of projected risks. When an investor has multiple assets, the majority of them believe that the others will pad them from an excessive loss even if one of them fails (Treyner 2018). Diversity means by which portfolio management, via diverse literature, attempts to distribute and reduce the risk. The focus on the more established diversification strategies has been on holding a variety of securities. A portfolio with two equities is less risky than one with only one asset, as most people who understand efficient portfolio objectives would attest (Robiyanto 2018).

A strong portfolio should have several goals and strike a healthy balance between them. Any objective should be prioritized above another at the expense of another. The following are some of the key goals of portfolio management.

- Financial secure principle: Despite the ownership of a portfolio, its primary goal is to guarantee that the investments are completely safe. After the safety of investment is guaranteed, other factors like growth and income are taken into view (Rosser 2019).
- stability of departure: The portfolio should produce a consistent annual revenue once an investment is assured. The investor's funds costs of opportunity should be at least equal to the existing rewards. Here, we're talking about present earnings from dividends and interest rather than gains on capital (Wu et al 2019).
- Wealth Development: To shield the investors from loss of money invested resulting from inflation, a well-managed portfolio should see value appreciation. Put another way to well-balanced portfolio has to include those investments that increase in actual value after accounting for inflation (Pellegrino 2021).
- Profitability: Investments in a strong portfolio are easily sold. They will have trouble encasing their unlisted or inactive shares and transferring between investments if our portfolio has an excessive number of them. It is beneficial to put in businesses that have been listed and regularly traded on major financial markets (Sangster 2019).
- Cash Flow: The portfolio should guarantee that there is sufficient money on hand to meet the investor's immediate needs for liquidity. A bank line of credit is a good thing to have on hand in case they need to use it for other personal necessities for civil rights concerns (Posner 2020).
- Collection broadening: The goal of managing a collection of assets is to minimize risks associated with investing and maximize the value of capital (Thalmann and Santelia 2018).
- Beneficial revenue condition: Since taxes play a significant role in overall strategy, a strong portfolio should provide the investor with an advantageous income bunker. Along with income tax, the portfolio should take a gift tax and capital gains tax from the investor's account. A sound portfolio seeks to achieve tax planning rather than tax avoidance or violation (Santelia 2018).

These are the main purposes of portfolio management in investment safety or risk mitigation. The previously mentioned objectives are satisfied by a strong growing stock portfolio.

## 3. Investment Techniques

The goal of the security selection process is to guarantee the investor the maximum income for a specific amount of hazard or the least threat for a specific amount of profit. Yet, the investor's attitude toward hazards and other aspects are taken into consideration while choosing assets (Jia et al 2021).

- Hazard Resistant: This group of investors consists of individuals who will take measured risks but who also seek the highest possible return on investment.
- Hazard Looking: This group of investors consists of individuals who are prepared to assume greater risk in exchange for a higher return; they are known as risk owners.
- Hazard Impartial: Investors who have no tolerance for risk and have no knowledge of it are included in this category.

- We look at the investor's compatibility from the standpoint of economic strength and development effects. Additionally, the environmental, social and corporate governance concerns, along with client protection procedures. It plays a crucial role in the verification, auditing, monitoring and reporting processes associated with investments.

**4. Procedure for Economic Management**

- **Recognize Economic Fitness:** This entails ascertaining the investor's goal for his financial status as well as his outlook regarding risk and return. Investors create an economic plan in addition to basic budgets for their investments (Alesina et al 2019).
- **Recognizing Monetary Objectives:** The investor's budgetary goals determine that the planner can select the optimal alternative asset based on the characteristics of the investor and the portfolio (Thampapillai and Ruth 2019) as shown in Table 1.
- **Expenditure Planning:** An investment plan serves as an organized road map. The investor's job is to identify the stock after completing an industry, economic and fundamental analysis of it (Zhang et al 2020).
- **Collection Development:** An investor builds a portfolio of available securities by analyzing several factors. The investor must identify the stuff or investments, in which the investment will be made as well as the percentage of those securities (Danesh et al 2018).
- **Budget Audit and Adjust:** Regularly reviewing the portfolio to make sure it achieves the stated goals and making any adjustments. Investors should assess the portfolio's overall performance based on its stated goals, risk and return (Stewart Withers et al 2018).

**Table 1** shows the existing research of economic management.

Reference	Objectives	Results	Advantageous	Disadvantageous
(Alesina et al 2019)	They maintain that the emphasis on poverty in general ignores a crucial contrast, it is based on the idea that spending cuts are far cheaper than suffering brought by tax increases.	Finally, the equitable impacts of poverty result increases in taxes or reductions in expenditure is different from other methods.	<ul style="list-style-type: none"> <li>• Stability</li> <li>• Sustainability</li> <li>• Operational flexibility</li> <li>• Department Management</li> </ul>	<ul style="list-style-type: none"> <li>• Higher department level</li> <li>• Credit rating impact</li> <li>• Lack of flexibility</li> </ul>
(Thampapillai and Ruth 2019)	It involves setting clear and specific goals for managing and allocating financial resources efficiently.	The interaction term's negative coefficient suggests that this pro-cyclical tendency is accurately less prominent.	<ul style="list-style-type: none"> <li>• Financial stability</li> <li>• Goal achievement</li> <li>• Department management</li> </ul>	<ul style="list-style-type: none"> <li>• Rigidity</li> <li>• Inaccuracy</li> <li>• Complexity</li> </ul>
(Danesh et al 2018)	Personal finance or business, having a well-defined objective helps guide decision-making and ensures that resources are used effectively.	Lastly, the challenge is being managed by the HEC virtual collection initiative.	<ul style="list-style-type: none"> <li>• Financial discipline</li> <li>• Stress reduction</li> <li>• Risk optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Rigidity</li> <li>• Time-consuming</li> <li>• Unrealistic assumptions</li> <li>• Emotional impact</li> </ul>

**5. Ability of Portfolio Control**

Management of a portfolio is an ongoing effort. It's a lively endeavor. The fundamental functions of a portfolio management system are as follows.

- Keeping an eye on the success of the portfolio while taking the most recent state of the economy into account.
- Determining the goals, limitations and tastes of the investor.
- Evaluating portfolio revenue through contrast with goals and accomplishments.
- Applying changes to the investment.
- Execution of the plans by the goals of the investments (Hakim 2018).

**5.1. The Concept of Collection Premises**

- **Traders are hazard adverse:** It means they maintain a well-diversified portfolio rather than putting all of their money into one asset or security. A risk-averse investor builds a portfolio to ensure the maximum return at a certain safety ratio or the smallest threat at a given profit amount.



- Capital returns are typically allocated, which suggests that the basis for portfolio selection is the mean and variance or standard deviation assessment.

## 6. Methods for Developing a Portfolio

Investors use a variety of tools and strategies in the theory of portfolios to optimize returns while lowering risk. When building their portfolios, investors choose one of two methods.

### 6.1. Conventional method

The conventional method assesses the person's whole financial strategy. The conventional method primarily addresses two important choices (Martinsuo and Geraldi 2020).

#### 6.1.1. Steps for conventional method

- Evaluation of drawbacks: period horizon, revenue focus, temporary, consideration, funding;
- Establishing the goal;
- choosing the portfolio.

### 6.2. Contemporary method

A contemporary method places greater emphasis on the portfolio selection process. The risk and reward analysis serves as the basis for the decision. Included in returns are dividends and the market return. It is considered that investors don't care what kind of return they receive. The asset allocation procedure, which involves selecting the portfolio that satisfies the investor's requirement is the last phase. A passive or active approach can be taken by investors in managing their portfolios.

Under the active strategy, the investor makes adjustments based on a continual assessment of the risk and earnings of the bonds in the investment classes. The most basic kind of diversification can lower portfolio risk. Diversification lowers unique or random danger when it comes to common stocks (Hung and Hager 2019). According to analysts, a portfolio of investors can have 0% unsystematic risk if they add 15 stocks. However, if the number is more than 15, further risk reduction is not possible. However, systemic or undetectable danger cannot be mitigated by diversification.

## 7. Classifications of Portfolio

We examine the following portfolio variety and offer advice on how to begin constructing them Revenue, conjectural, voluntary, protective and mixture. It is very critical to realize that creating a portfolio will take some time and research. Having that, let's take a look at each of our five portfolios to better comprehend them. Investors in stocks are told how wise diversity is difficult. The idea is to avoid putting all of the eggs in one basket, which reduces risk and improves return on investment or performance (Klein et al 2018). It does make sense to diversify their hard-earned money, but there are several portfolio styles and methods for doing so. Table 2 shows the existing research in types of portfolios.

### 7.1. The Revenue Portfolio

These businesses resemble safe investments in several ways, but they should provide larger returns. Positive cash flow should be produced by a rental portfolio. Realty Mutual Funds (RMFs) and Manager Corporations (MCs) are two excellent options for income-producing investments. These businesses provide shareholders with a large portion of their income in exchange for advantageous tax treatment. Investing in real estate without the headaches of property ownership is simple with Real Estate Investment Trust (REIT). Remember that the state of the economy affects these stocks. REITs are stock portfolios that suffer when construction and purchasing activity slows down in a recession (Blanchard et al 2023).

For most people, a revenue portfolio is a good addition to their paycheck or other retirement income. Stocks that have a generous dividend policy but are currently out of support should be monitored. These are the businesses that can generate capital gains in addition to income. Start exploring possibilities in the energy and other slow-growing industries.

### 7.2. The Conjectural Portfolio

The portfolio that closely resembles a pure wager is speculative. More risk is involved in a conjectural portfolio than in any other portfolio covered here. A conjectural portfolio should not exceed 10% of an individual's investable assets, according to financial experts.

Initial Public Offerings (IPOs) and equities that are claimed to be takeover targets are examples of speculative "plays". This includes junior oil companies that are set to reveal their first production data and technology or healthcare enterprises that are investigating a game-changing innovation.

A typical example of risky play is choosing an investment based on a rumor that the company is being taken over. It can be argued that leveraged Exchange Traded Funds (ETFs), which are very popular in today's markets, are a form of speculation

(Haider et al 2023). Once more, these kinds of investments are enticing since, with the right choice, one could quickly generate substantial earnings. If done properly, speculation might be the portfolio with the most homework. Usually, speculative shares are traded rather than the traditional "buy and hold" investment.

**Table 2** Existing Research in Different types of Portfolios.

References	Objectives	Results	Advantages	Disadvantageous
(Blanchard et al 2023)	The capacity of a company to succeed depends on its ability to manage and optimize its assets.	Finally, we get a single tax and the revenue from all other taxes, an expansion of the model might enable the analysis of several taxes.	<ul style="list-style-type: none"> <li>• Risk mitigation</li> <li>• Stability and resilience</li> <li>• Financial flexibility</li> <li>• Innovation and growth</li> </ul>	<ul style="list-style-type: none"> <li>• Complexity</li> <li>• Resource allocation</li> <li>• Cannibalization</li> <li>• Brand dilution</li> </ul>
(Haider et al 2023)	Participate in a variety of asset types to distribute exposure and stay away from being overly dependent on any one kind of business.	The approximations proved that, although there is an adverse correlation between FPI and the CPI, the performance of stocks has significant benefits on FPI.	<ul style="list-style-type: none"> <li>• Potential high returns</li> <li>• Flexibility</li> <li>• Diversification opportunities</li> <li>• Risk Tolerance Alignment</li> </ul>	<ul style="list-style-type: none"> <li>• Volatility</li> <li>• Regulatory Risks</li> <li>• Lack of transparency</li> </ul>
(Akamai et al 2021)	To lessen the effect of one investment's bad execution, distribute their risk over a variety of assets, industries and regions by building an array of assets.	Finally, point out that the well-established conclusion that companies with concentrated ownership are less likely to encourage voluntary disclosure vanishes when companies have varied portfolios of shareholders.	<ul style="list-style-type: none"> <li>• Risk Reduction</li> <li>• Income generation</li> <li>• Global exposure</li> <li>• Flexibility and customization</li> </ul>	<ul style="list-style-type: none"> <li>• Risk exposure</li> <li>• Market timing risks</li> <li>• Inadequate research</li> </ul>
(Miljkovic and Fernandez 2018)	The main objective of the collection should be to produce a steady flow of revenue from investments like bonds, equities and other income-producing assets that pay dividends	Finally, evaluating and grouping patterns are produced by various approaches	<ul style="list-style-type: none"> <li>• Inflation hedge</li> <li>• Capital appreciation</li> <li>• Risk management</li> </ul>	<ul style="list-style-type: none"> <li>• High Risk</li> <li>• Overtrading</li> <li>• Short term focus</li> <li>• Neglecting income generation</li> </ul>
(Hester 2018)	Invest in a variety of asset types to spread risk and lessen the impact of underwhelming performance in any one area.	Reaching our objectives will necessitate an even portfolio that is stable, efficient and developed successfully	<ul style="list-style-type: none"> <li>• Capital preservation</li> <li>• Risk Reduction</li> <li>• Long term perspective</li> <li>• Stability and consistency</li> </ul>	<ul style="list-style-type: none"> <li>• Asset correlation</li> <li>• Tax implications</li> <li>• Management complexity</li> </ul>

### 7.3. The Voluntary Portfolio

A portfolio or basket of equities is allocated to stocks with a high risk or high reward ratio. The category's stocks have high betas or vulnerability to the economy as a whole. Greater beta companies regularly see bigger swings in comparison to the market as a whole. Their stock will usually move twice as much in either direction to the overall market if its beta is 2.0; this is why it is described as high-risk or high-reward. A basket of stocks or portfolios are weighted toward companies with a high risk or high reward ratio. Stocks in this category exhibit large betas or overall economic vulnerability. Larger beta companies see larger fluctuations when compared to the overall market. If the stock has a beta of 2.0, it will fluctuate in both directions twice as much as the market as a whole, this is why it is referred as high-risk or high-reward (Akamah et al 2021).

Technology is the industry that is examined, but many other companies in different industries that are following an ambitious expansion strategy might be taken into consideration. As they may have guessed, developing and managing an



aggressive portfolio calls for careful attention to risk management. In this kind of portfolio, the secret to success is to limit losses and seize profits.

#### 7.4. The Protective Portfolio

Generally speaking, protective shares have a low beta and they are largely immune to large market swings. Conversely, cyclical equities have the highest level of sensitivity to the underlying economic "business cycle". For instance, businesses that produce the "basics" compare better recessions than those concentrate on fashions or luxury. Businesses that provide goods necessary for daily living will endure, no matter how bad the economic situation gets. Once they have an idea of the necessities in their life, look up the organizations that produce these consumer staples.

Purchasing cyclical stocks is a chance as they provide an additional layer of defense against unfavorable occurrences. All they have to do is tune in to the business stations to hear investors discussing "medication", "safety" and "nicotine" (Miljkovic and Fernandez 2018). In actuality, the managers are selecting a set of companies depending on when they believe the business sector and where they believe it is headed. Nonetheless, there is a steady market for these business goods and services. The majority of investors have a protective portfolio making sense. Many of these businesses provide a dividend which has the lowest potential capital losses.

#### 7.5. The Mixture Portfolio

To create a mixed portfolio, they will need to invest in other assets including bonds, commodities, real estate and even artwork. The hybrid portfolio method offers a great deal of options. Traditionally, blue-chip stocks and a small amount of premium corporate or fiscal bonds would be included in this kind of portfolio. Realty Mutual Funds (RMFs) and Matrix Corporations (MCs) could be investable themes for a well-rounded budget.

Purchasing bonds with different maturity dates is encouraged by a popular long-term investment plan, which is a diversification strategy in the bond category itself (Hester 2018). In essence, a mixed portfolio would consist of a combination of bonds and equities in proportions that are comparatively set. Since there is a low association between stocks and fixed-income instruments, this kind of strategy provides advantages to diversification across various asset classes.

## 8. Conclusions

Finally, financial portfolio management is shown to be an essential business plan for reaching certain financial objectives in a dynamic market. An efficient portfolio is built on the dynamic allocation and reallocation of assets based on risk tolerance. Diversification among different asset classes is essential for risk mitigation and return optimization. The role of portfolio managers is crucial in guaranteeing that the portfolio aligns with the organization's overall financial goals using ongoing analysis, strategic adjustments and tracking. The current research explores the main goals, prerequisites, strategies for investing and details of financial portfolio management. It emphasizes the value of developing the abilities required for efficient portfolio management and highlights the investment principles idea. Through an examination of tactics including revenue, speculative, voluntary, protective and hybrid portfolios, the research offers a thorough grasp of the complex nature of the management of portfolios. The knowledge acquired from this research helps firms make sound financial decisions and traverse the intricacies of investment plans, which promotes long-term stability and expansion in a changing economic environment.

### Ethical Considerations

Not applicable.

### Conflict of Interest

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