**WC 11 Social Investment**

In recent years, socially responsible investment has surpassed traditional investment as the primary concept in both theory and practice (Solomon, 2013). It implies a wider meaning encompassing Social, Ethical, and Environmental (SEE) concerns. It is also more user-friendly than ethical investment because the term ethical implies a subjective judgment on the part of the investor. The word ‘socially responsible' aims to define a less arbitrary type of investment that ‘should' be instigated by a ‘responsible' society. Literature indicating that corporate social responsibility contributes to improved financial results for businesses (Howell & Sorour, 2016). The same point can be made for socially responsible investing. Investors, no matter how good or ethical they are, do not usually welcome a decrease in their investment return. Few people are willing to consider a lower return on investment when they invest in a socially responsible way (Solomon, 2013).

Looking at this with two lenses, I see that there are areas where social investment, will make sense and give you a good feeling while on the other hand, it mays just be bad business. I am left wondering when a balance between the two is struck; where I am make a good return on my investment (as an investor) and also impact on society from the investment. The Bible teaches in Mathew 6:33 (NIV) to seek first the Kingdom of heaven, and all these things shall be added to us. As a Christian it is a call to go with God in all situations.

**References**

Howell, K. E., & Sorour, M. K. (2016). *Corporate Governance in Africa: Assessing implementation and ethical perspectives*. London: Palgrave MacMillan.

Solomon, J. (2013). *Corporate Governance and Accountability* . New Jersey: Wiley & Sons Inc.