

## **Abstract**

Role of board gender diversity has been analyzed in this study in maintaining the relationship between green initiatives (GI) and firm performance with reference to Pakistani firms. The main goal of the following study is to inquire the effect of gender diversity of firms' boards on firm performance and green initiatives. Data will be collected from the annual reports of PSX 100 index firms. Total sample of this study is 98 firms. This study shows that green initiatives in the terms of environment friendly measures (energy consumption, waste and recycling, pollution, water, solar and CO2 emission) taken to protect the environment affluence the firms' performance. The research outcomes of this following study indicate that green initiatives have substantial impact on the firm performance. Green initiatives have direct influence on firm performance and also board gender diversity helps in moderating the association between green initiatives and the firm performance. This research will definitely help the policy makers to develop such policies that encourage green initiatives and inclusion of female staff at the top managerial positions of firms and these policies will bring green production and gender equality in Pakistan and ultimately addressing the Sustainable Development Goal 5 and 12 i.e Gender Equality and Responsible consumption & production.

**Keywords:** Green Initiatives, Firm Performance, Board Gender Diversity, Sustainable Development Goals