

Abstract

The growing trend of the corporate social responsibilities initiative by corporate firms become considerable to scholars. Companies and the public both highly consider corporate social responsibilities nowadays. Previous scholars define the concept of corporate social responsibility and now different studies have been conducted on corporate social responsibility to describe the framework, development, and principles. Now scholars consider corporate social responsibilities in an emerging market. This study conducts on the association of corporate social responsibility and financial performance with the moderator role of the environmental performance of the manufacturing firms of Pakistan. in this study, data is gathered from the annual reports and panel data is collected from 2017 to 2021 of PXS 100 index. The independent variable (CSR) is measured through the five dimensions: employee, customer, government, supplier, and society. The moderator is measured through the EIndex taken from Hewa Wellalage and Kumar (2021). The dependent variable is measured through the EPS and Tobins'Q. With the sample size of the 70 PXS 100 index manufacturing firms of Pakistan, the robust panel regression model is used to test the hypothesis. The statistical result on Stata indicates that a significant association among CSR and FP and EP as moderator role affect the relationship of CSR and FP. The hypothesis of the study is supported by the result.

Key words: CSR, EP, PXS 100 INDEX, MANUFACTURING FIRMS, PAKISTAN