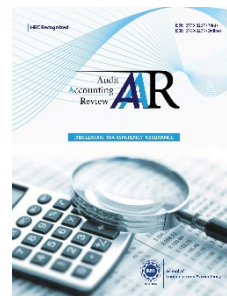
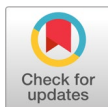


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Exploring the Role of Fintech, Green Finance, and CSR on Environmental Performance with the Mediating Role of Green Innovation

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Abstract

This study aims to investigate the influence of green finance, corporate social responsibility, and fintech on the environmental performance of banks in the context of sustainability. Additionally, it seeks to examine the mediating role of green innovation. Primary data was collected using convenience random sampling through a structured questionnaire from 400 respondents working in the banking sector of Pakistan. Through multiple linear regression, it was found that CSR, green finance, and fintech adoption play a significant role in driving the banks' environmental performance. Additionally, Hayes Process showed that green innovation significantly but partially mediated these relationships. The outcomes support the resource-based theory, implying that possessing and implementing strategic resources can boost the performance of banks and extend the application of the above theory in the realm of environmental sustainability. Banks and policymakers can also benefit from the results of this research.

Keywords: corporate social responsibility, environmental performance, fintech, green finance, green innovation

JEL Codes: Q56, G21, M48, O33

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