

ESG activities on organizational and financial performance- the mediating effect of innovation culture and moderating role of job crafting

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ABSTRACT

This paper is to investigate the impact of ESG on both organizational and financial performance. Meanwhile, it examines the role of innovation culture as a mediator, and job crafting as a moderating factor in this relationship. The results findings that ESG activities positively affect both organizational and financial performance. Furthermore, innovation culture also demonstrates a positive impact on both organizational and financial performance. Moreover, the study reveals that innovation culture plays a mediating role in the relationship between ESG activities and organizational as well as financial performance, and job crafting is a moderator for the relationship between innovation culture and both organizational and financial performance.

Keywords:

ESG, Organizational performance, Financial performance, Innovation culture, Job crafting.