

**THE EFFECT OF CSR EXPENDITURE ON FIRM
VALUE WITH EARNINGS MANAGEMENT AS
MODERATING VARIABLE: EVIDENCE FROM
PAKISTANI LISTED NON-FINANCIAL FIRMS**



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ABSTRACT

Corporate social responsibility (CSR) is the exercises of firms that are considered for financial benefit as well the social welfare returns. To find the key drivers that affects the relationship between corporate social responsibility (CSR) and firm value. This study investigates the effect of CSR expenditure on Firm value with earnings management as moderating variable: Evidence from Pakistani listed Non-Financial firms. Data sample selected from non-financial manufacturing sectors of the Pakistani economy for the analysis. I collected data from the State Bank of Pakistan (SBP), Securities and Exchange Commission of Pakistan (SECP), Pakistan Stock Exchange (PSX), and annual reports of companies over the period 2013 to 2019. For analysis of data this study employee the common Effects model to investigate the association between CSR and firm value. The empirical analysis of this study highlights the following conclusions: First, Corporate social responsibility expenditure significantly positive effect Firm value. Second, the relationship between CSR expenditure and firm value is negatively moderate by Earnings management.

Keywords: CSR, Firm value, Earning management, Firm Size and Leverage.

PLAGIARISM CERTIFICATE

This is to certify that the research thesis entitled “**The effect of CSR expenditure on Firm value with earnings management as moderating variable: Evidence from Pakistani listed Non-Financial firms**”, which is being submitted here with for the award of the “**Master of Science**” in “**Finance**”. This is the result of the original work by **Muhammad aafaq** under the supervision and guidance of Dr. Nida Aman. The work embodied in this project has not been done earlier for the basis of award of any degree or compatible certificate or similar title of this for any other diploma/examining body or university to the best of my knowledge and belief.

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