

FINANCIAL PERFORMANCE OF EUROPEAN COMPANIES INVOLVED IN ENVIRONMENTAL ACTIVITIES OF CORPORATE SOCIAL RESPONSIBILITY

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Abstract

The purpose of this research is to determine the linkages and interdependencies between the financial performance of companies with an economic activity carried out in European countries and the specific dimensions of Corporate Social Responsibility (CSR), focusing on the environmental component. The research is based on network analysis which implies the configuration of Gaussian Graphical Models (GGMs) and Structural Equation Modelling (SEM). The research endeavour entails the economic determinants that lead to the involvement of companies in social responsibility activities and measures their influence on the financial results and the structure of the companies' specific management strategies.

Keywords: financial performance, Corporate Social Responsibility, environment, environmental policies, management strategies.

JEL Classification: M14, M16, Q53

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