

ABSTRACT

This research explores how earnings management—both accrual-based (AEM) and real-based (REM)—along with cash management efficiency, influences a company’s financial well-being (KINERJA PERUSAHAAN). It also examines the moderating role of Corporate Social Responsibility (CSR) in these relationships. The study employs secondary data sourced from financial and sustainability reports of non-financial firms listed on the Indonesia Stock Exchange (IDX) during the 2018–2022 period. The analysis was conducted using panel data regression with a fixed effects model.

The results indicate that AEM positively contributes to financial well-being, while REM exerts a negative impact. Efficient cash management also shows a favorable influence on KINERJA PERUSAHAAN. Moreover, CSR is found to moderate these effects, strengthening beneficial relationships and buffering adverse ones. This study adds value to the existing literature by addressing CSR’s role in financial governance and offers practical insight for corporate stakeholders, including managers, regulators, and investors, to enhance sustainable financial performance.

Keywords: AEM, REM, Cash Efficiency, Financial Well-Being, Corporate Social Responsibility, IDX

