

ABSTRACT

This study aims to analyze the influence of carbon accounting disclosure, green innovation, and corporate governance on firm value in Indonesia from 2021 to 2023. The data used comes from 96 companies listed in the Corporate Governance Performance Index (CGPI) rankings in SWA Magazine. The variables analyzed include carbon disclosure, green product and process innovation, and the influence of corporate governance as a moderating variable. The method used was panel data regression with a Fixed Effects Model (FEM) approach. The results show that carbon accounting disclosure has a significant positive effect on firm value, while green product innovation does not show a significant effect. Green process innovation has a negative effect on firm value in the early stages of implementation. Furthermore, corporate governance moderates the effect of carbon disclosure on firm value by weakening the effect, while governance strengthens the effect of green process innovation. This study concludes that sustainability and good corporate governance play an important role in increasing firm value, although the impact is more significant in the long term.

Keywords: *Corporate Governance, Carbon Disclosure, Green Innovation, Firm Value, Sustainability, Panel Data Regression, Fixed Effect Model, Environmental Sustainability, Corporate Performance, Indonesia.*

