

## **ABSTRACT**

*This study aims to provide a deeper understanding of the factors influencing green investment decisions and their impact on corporate financial performance. As global attention to environmental and sustainability issues intensifies, companies are increasingly expected not only to pursue profitability but also to consider the social and ecological impacts of their business activities. Using a quantitative approach applied to manufacturing firms in Indonesia, this research examines the role of internal factors such as firm size, ESG disclosure, corporate CO<sub>2</sub> emissions, and audit committee meetings, as well as external factors such as state ownership, industry type, GDP, and crude oil prices in shaping green investment decisions. The findings reveal that most internal and external factors significantly influence green investment decisions and that green investment positively affects corporate financial performance. These results suggest that sustainability and economic performance are not conflicting goals but can be mutually reinforcing when designed strategically.*

*Keywords: Green investment, corporate financial performance, firm size, ESG disclosure, corporate CO<sub>2</sub> emissions, audit committee meetings, state ownership, industry type, GDP, crude oil price.*

