

ABSTRACT

This study examines the relationship between green marketing, board characteristics, and corporate performance, using 13,864 publicly listed Chinese companies as the subjects of observation. It focuses on the impact of green marketing on corporate performance and the moderating effects of board characteristics. The findings indicate that: first, green marketing contributes to improved corporate performance; second, the composition of independent directors exerts a positive moderating effect; third, the combination of the roles of board chair and general manager has a negative moderating effect, thereby hindering the positive impact of green marketing on corporate performance; and finally, gender diversity on the board of directors plays a beneficial moderating role.

Keyword : Green Marketing, Board Characteristics, Corporate Performance

