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The Impact of Creativity Supported by Green Environment on Sustainable Performance: The Mediating Role of Integrity and Moderating Role of Sustainability in Organizational Growth

Aqeel Ahmed
PhD Scholar, Department of Management Sciences, Alhamd Islamic University,Islamabad
aqilbit@gmail.com

Dr. Muhammad Zada
Assistant Professor, Department of Management Sciences, Alhamd Islamic University, Islamabad
muhammad.zada@alhamd.pk

ABSTRACT

As the business environment is evolving day by day, hence the organizations are becoming more aware of the significance of the sustainability as a major factor for the long- term growth and competitive advantages. The main aim of this research is to understand effect of creativity, green environment practices on the sustainable performance of the organization with mediation of integrity and moderation of sustainability for organizational growth for specifically having banking institutions in Pakistan. For this purpose, questionnaire responses were collected from 350 professionals through quantitative research method. The study utilized Structural Equation Modelling (SEM) for identification of the associations between creativity, green environment practices and sustainable performance. The research outcomes demonstrate that creativity and green environment practices enhance both sustainable performance and organizational growth. It can be concluded from the study that creativity and green practices are a means of achieving better organizational growth and sustainable performance.

Keywords: Creativity, Green Environment Practices, Sustainability, Sustainable Performance and Organizational Growth

INTRODUCTION

As the business environment is evolving day by day, hence the organizations are becoming more aware of the significance of the sustainability as a major factor for the long- term growth and competitive advantages (Arslan et al., 2022). It has become clear that combining creativity with environmentally friendly practices is

essential for the improvement of the sustainable performance, promotion of the innovation, and guarantee the organizational resilience. Businesses can provide the innovative solutions to the merging environmental problems through creativity, and this green, supportive environment can help the businesses to align their operations with ecological sustainability, lowering waste and increasing productivity (Paillé, Valéau & Renwick, 2020).

The generation of new and practical ideas is known as creativity, and it is the driving force behind innovation and a vital component of organizational competitiveness (Good, Singh & Ezzedeen, 2023). Global issues including resource depletion, climate change, and ecological degradation force businesses to adjust their strategic focus toward sustainability and embrace greener practices at the same time (Akhtar et al., 2024). These factors have combined to create the concept of "green creativity," which is the creation and use of environmentally friendly concepts, procedures, and goods that balance corporate goals with environmental responsibility (Souto, 2022).

Even while sustainability-oriented innovation is becoming more popular, little empirical research has been done on how green creativity in firms leads to quantifiable sustainable performance. The organizations are under the pressure to embrace green practices due to the major challenges being faced by countries i.e., resource depletion and environmental degradation (Yi Xu, 2023). In the banking sector of Pakistan, conventional practices indirectly affect the environment by funding carbon-intensive projects. Even with increased awareness, there are still gaps in our knowledge of how sustainability and integrity affect these interactions and how creativity propels green adoption (Rehman et al., 2021). This study fills in these gaps by looking at how they interact in the setting of a developing economy. The main objectives of this study are: investigation of the relationship between creativity and green environment practices, evaluation of the green environment practices on the sustainable performance, assessment of integrity as a mediator, evaluation of the moderating effect of sustainability in green practices and organizational growth and analysis of interrelationship of green environment practices, sustainable performance and organizational growth. In order to support sustainable development in Pakistan, this study significantly contributes to the theoretical understanding of sustainable innovation and offers useful advice to banks on how to balance social, environmental, and economic objectives.

LITERATURE REVIEW

Creativity and Organizational Growth

Creativity is considered as the foundation for the innovation and competitiveness of an organization. It can be defined as the creation of some novel and useful ideas (Sadiqet al., 2023). Creativity helps businesses to innovate, distinguish, and adapt in ways that guarantee long-term survival and growth in dynamic and uncertain business settings (Banani & Sunarko, 2022). It encourages the stakeholders to investigate the cutting- edge methods of sustainability by fostering a

culture of ongoing innovation. Innovative thinking is especially crucial for the promotion of the green innovation, whether it be through waste reduction tactics, the integration of renewable energy sources, or the creation of sustainable products in the organization (Awan, Sroufe & Kraslawski, 2019).

Green Environment and Organizational Practices

An organization's culture, practices, and policies that prioritize the ecological sustainability and responsible use of resources are highly valued in the "green environment" concept. Sustainable supply chain management, waste minimization, green research and development, and energy efficiency are some of these strategies that can be applied for the sustainable use of resources (Akhtar et al., 2024). Green practices are used by businesses to save costs, strengthen stakeholder relations, comply with legal obligations, and acquire credibility. According to Wang et al. (2021), a welcoming green workplace also facilitates the integration of sustainability with organizational priorities by motivating staff to align their activities with environmental goals.

Green Creativity

The term "green creativity" describes the creation of innovative, practical, and ecologically friendly concepts, goods, procedures, or methods. Contemporary corporations encounter numerous environmental obstacles and demand. A shift toward more sustainable business practices is being driven by the growing environmental concerns and stakeholder expectations that modern firms must address the environmental issues and adopt the sustainable business practices. In order to fulfill the emerging demands of the stakeholders and address the environmental issues, green innovation has become a key tactic for attaining sustainable growth and obtaining a competitive edge. It has been reported that executives today understand that green innovation not only helps to protect the environment but also enhances the green identity of the organization and fosters green creativity (Wenhao Song, 2018). By encouraging a culture that supports sustainable thinking and innovative solutions, green innovation initiatives have an impact on how businesses define themselves in terms of environmental responsibility. It has been reported that green task motivation, where employees are motivated by eco-conscious aims in their roles, is directly linked to green creative abilities. Furthermore, as successful leaders encourage, assist, and direct their teams toward ecologically creative behaviors, leadership competency is crucial in fostering green creativity in the organizations ((Baah et al., 2024). Additionally, promotion of green innovation now requires the adoption of the innovative approaches and green thinking. These methods assist businesses in development of the environment friendly goods, procedures, and services (Begum et al., 2021). In the end, green creativity acts as a link between practical innovation and environmental consciousness and put the businesses in a position to successfully address the environmental issues and promote the long- term benefits (Arici & Uysal, 2021).

The Mediating Role of Integrity

Integrity in the organisation employees assist in facilitating fraudulent actions,

leaders are typically the ones starting them. Because of this association, moral behaviour and organizational integrity are crucial because they have the potential to thwart dishonest behaviour and harm the organisation growth (Zahari, et al., 2020). It has been demosntrated by the various reseraches that the organizational excellence can greatly be impacted by leadership conduct and organizational integrity and there is a full mediation role between leadership behavior and organizational excellence, as well as a partial role of work engagement, in the relationship between organizational integrity and excellence (Javed et al., 2021; AL-Abrrow, et al., 2019).

In the finance sector green strategies development helps individuals address the issues of energy security, ecological crises, and climate change by enhancing innovative ability and economic green transformation. Achieving balanced and sustainable development is crucial for green finance. Cleaner manufacturing and sustainability advances are positively impacted by the integrity of the green finance system. Secondly, it's imperative to tighten government regulations, cut the production costs of green finance for businesses and financial institutions, boost compensation for consumer pollution, and lower government oversight expenses. Therefore, engagement and cooperation from governments, financial institutions, businesses, and consumers are necessary for an integrity-based green financial system (Cui, et al., 2020).

The Moderating Role of Sustainability

Sustainability commitment is a reflection of how strongly organizational strategies, governance structures, and cultural norms integrate sustainability. This commitment can lessen the link between sustainable performance and green innovation by affecting the conditions under which creative ideas are implemented. The implementation of green principles in businesses with a strong sustainability focus is encouraged by resources, laws, and recognition programs, which enhances performance outcomes. However, in organizations with weaker sustainability policies, green innovation might not be completely implemented or scaled, which would restrict its ability to impact organizational expansion (Tang et al., 2023).

Sustainable Performance

The concept of "sustainable performance" refers to the integration of economic, social, and environmental outcomes in order to optimize profitability while minimizing ecological harm and promoting the welfare of society. Green creativity improves sustainable performance by fostering eco-innovation, improving resource efficiency, and enhancing business reputation. The development of environmentally friendly products and processes, for example, leads to long-term value creation since it reduces costs and increases stakeholder trust (Kamble, Gunasekaran & Gawankar, 2020).

Theoretical Framework

Innovation Diffusion Theory

Everett Rogers' Innovation Diffusion Theory (IDT) provides a comprehensive framework for understanding how, why, and how quickly new ideas, techniques, or

technologies spread within a social system or organization. According to several reports, inventions themselves undergo change during the diffusion process, not people. Furthermore, diffusion is the process by which an innovation gradually permeates a social system's members through particular channels (Wani & Ali, 2015). This theory is particularly pertinent to this research since it provides a better understanding of how innovation and environmentally friendly practices are applied in corporate settings to produce long-term performance results. This theoretical framework supports the first objective, which explores the relationship between creativity and green practices, by outlining the steps that transform creative ideas into workable sustainability measures. Support for Objective 2 is further provided by the discussion of how the spread of these green innovations improves long-term performance. As a result, Innovation Diffusion Theory (IDT) provides both a theoretical framework and a practical viewpoint for analyzing the ways in which innovation supports the expansion of environmentally conscious and sustainable organizations.

Resource Based Theory

The Resource- Based View (RBV) was first develop by Barney in 1991. According to this theory, a company can acquire and preserve a competitive advantage by effectively managing resources that are rare, valuable, unique, and non-replaceable. These resources can be both tangible or intangible. Tangible resources include: green technologies and infrastructure while intangible resources include: organizational culture, creativity and integrity. The Resource- Based View (RBV) framework highlights that long- term success is driven by the capacity to strategically deploy and integrate the resources rather than just having them (Lubis, 2022).

The relevance of this theory to this research includes the understanding how innovation and environment friendly practices are important assets that support an organization's long-term success is made possible by Resource- Based View (RBV). The creation of novel, sustainable solutions, which include: environment friendly systems, procedures, or goods, is facilitated by creativity which is an intangible resource. When these innovations are incorporated into the organization, these inventions can function as distinctive capabilities that make it challenging for rivals to copy which ultimately promotes long- term growth and success (Sugiarno & Novita, 2022).

Stakeholder Theory

The stakeholder theory was put forward by R. Edward Freeman in 1984. This theory highlights the significance of taking into account the interests of all people and organizations that have an impact on or are impacted by the operations of the company (Mahajan et al., 2023). The stakeholder theory expands the scope of responsibility to encompass workers, consumers, suppliers, investors, governments, and the larger community, as compared to the traditional theories that place a higher priority on shareholder returns. It was reported that the companies should strive for both profitability and the equitable and moral creation of value for all stakeholders

(Freeman, 2023).

According to stakeholder theory, preserving close relationships with different stakeholder groups is essential to the long- term development of a company. The implementation of green practices which include: eco- innovation, ethical sourcing, and lowering the environmental impacts, must be carried out in a manner that takes in to account the demands and concerns of the stakeholders (Barney & Harrison, 2020). Additionally, the idea also emphasizes that how sustainability moderates the relationship of the stakeholder. The pressure from stakeholders to follow the sustainable practices has increased as businesses operate in a global market place that is becoming more and more socially and environmentally concerned. How this pressure might affect organizational results and management choices is well explained by stakeholder theory. Therefore, the stakeholder theory clearly supports the Objective 4 and Research Question 4, which examine how sustainability moderates the relationship between innovation, green practices, and growth.

The model of study suggests these theories, which include: creativity and green environment practices as two independent variables, integrity as a mediator and sustainability moderator and organizational growth and sustainable performance as outcomes. It is a framework that should provide sufficient leverage to aim for the multifaceted relationships between creativity, green environment practices, organizational growth and sustainable performance as shown in Figure 1.

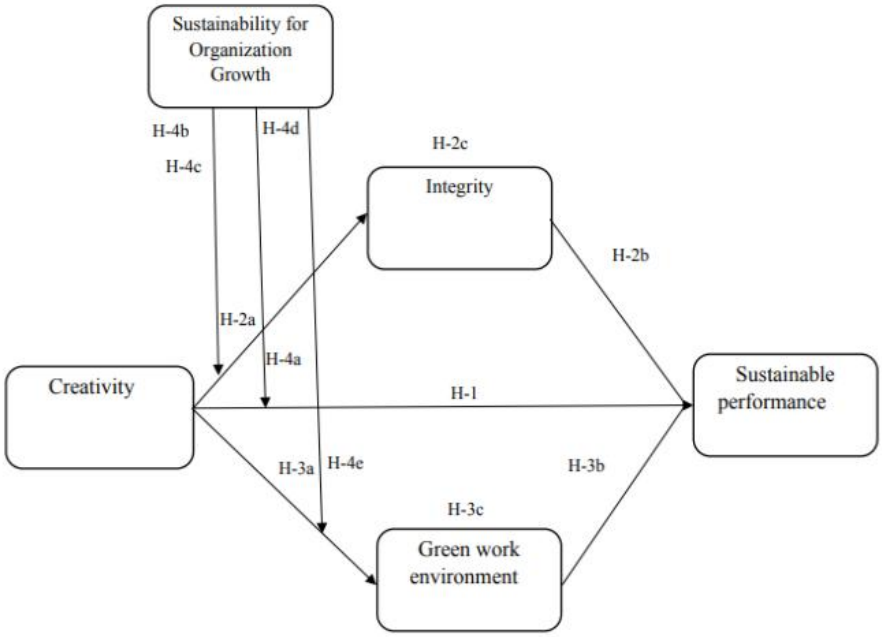

Figure:1- Theoretical- Research Framework Model

RESEARCH METHODOLOGY

This research uses an explanatory design to assess how creativity and green environment practices affect sustainable performance and organizational growth in the banks of the Pakistan. Integrity is introduced as a mediating variable, and sustainability act as moderators. Banking professionals in belonging to different

departments were selected by purposive sampling and given a standardized questionnaire on a 7-point Likert scale. In order to help with hypothesis testing and offer insight into such intricate interactions across variables, data were collected by using the online forms and analyzed by using structural equation modeling (SEM) in conjunction with descriptive and inferential statistics.

Data Collection, Sampling and Instruments

A standardized questionnaire with a 7-point Likert scale was used to collect data from 350 managers and staff members selected from commercial and public banks in Pakistan. The questionnaire was distributed online (using Google Forms). The Krejcie and Morgan algorithm was used to calculate the sample size. Both primary and secondary data were collected, the secondary was only used for literature review.

Data Collection Process and Research Approach

The data were collected online from middle and senior staff of private and public banks in Pakistan using a standardized questionnaire with 62 items on a 7-point Likert scale. Cluster and purposeful sampling were used to choose participants with any prior project management or operations expertise. Using validated scales, the research design recorded attitudes toward creativity, green environment practices, integrity, sustainability, sustainable performance and organizational growth. This guarantees that the data will be in line with the objectives of the study as well as quality, quantity, and diversity.

Overview of Data Analysis and Hypotheses Testing

H1: There is a positive relationship between creativity and the adoption of green environment practices within organizations.

H2: The adoption of green environment practices positive impacts the sustainable performance of organizations.

H3a: Integrity mediates the relationship between creativity and green environment practices.

H3b: Integrity mediates the relationship between creativity and green environment practices.

H3c: Integrity mediates the relationship between green environment practices and sustainable performance.

H4a: Sustainability moderates the relationship between green environment practices and sustainable performance.

H4b: Sustainability moderates the relationship between green environment practices and organizational growth.

H5a: Sustainability moderates the relationship between green environment practices and organizational growth.

H5b: Sustainable performance mediates the relationship between green environment practices and organizational growth.

H5c: Integrity and sustainability jointly enhance the effects of green environment practices.

H5d: All the variables including creativity, integrity, green environment

practices, sustainability, sustainable performance and organizational growth have a combined relationship.

Results and Discussions

Table: 1- Demographic Characteristics of Respondents (N= 350)

Variables	Category	Frequency	Percentage
Gender	Male	200	57.10%
	Female	150	42.90%
Age	20-30	195	55.70%
	31-40	74	21.10%
	41-50	64	18.30%
	Above 50	17	4.90%
Work Experience	3-5 Years	168	48%
	6.8 Years	55	15.70%
	9-11 Years	37	10.60%
	Above 12 Years	90	25.70%
Department	Operations	100	28.60%
	Marketing	80	22.90%
	Finance	90	25.70%
	Human Resource	80	22.90%

Table:2- Reliability Test for Collected Data

Case Processing Summary			
		N	**Percentage**
Cases	Valid	350	100
	Excluded	00	00
	Total	350	100

Table: 3- Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.991	7

Table: 4- Chi- Square and Correlation Summary

Comparison	Pearson Chi-Sq.	Df	Sig. (2-sided)	Pearson's R	Spearman Corr.	Significance
GEP* SOG	1193.066	342	.000	0.88	0.77	.000
GEP * SP	1019.375	222	.000	0.89	0.77	.000
GEP * I	1135.989	306	.000	0.83	0.74	.000
CGEP * GEP	9270.579	2958	.000	0.84	0.73	.000
CGEP * SP	7496.90	1887	.000	0.89	0.74	.000
CGEP *	9814.844	2754	.000	0.93	0.88	.000

SOG						
SP * SOG	7487.627	1998	.000	0.94	0.82	.000
I * SP	3872.637	962	.000	0.88	0.75	.000
I * SOG	5686.112	1404	.000	0.89	0.81	.000

All Chi- Sq. values are **highly significant** ($p < .001$), suggesting strong associations between the paired variables. **Pearson's R** and **Spearman correlations** are also statistically significant for all comparisons, with values ranging from 0.73 to 0.94 which indicate a very strong correlation among the variables.

Findings of Hypothetical Testing

Table: 5- Shows the Results of Hypothesis (H1-H4)

Hypothesis	Relationship	Path Coefficient (β)	p-value
H1	Creativity → Green Environmental Practices	0.45	< 0.001
H2	Green Environmental Practices → Sustainable Performance	0.52	< 0.001
H3	Integrity Mediates Creativity/Green Practices → Sustainable Performance	0.28 (Indirect Effect)	< 0.01
H4	Sustainability Moderates Green Practices → Organizational Growth	0.36 (Interaction Effect)	< 0.001

H1: There is a positive relationship between creativity and adoption of green environment practices with $r = 0.838$ and $p < 0.001$. It means that as creativity increases with an organization, there is a corresponding increase in the adoption of green environment practices.

H2: The adoption of green environment practices positive impacts the sustainable performance of organizations with $R = 0.886$, $R2 = 0.785$ $p < 0.001$. It means that the creativity has a positive impact on the sustainable performance of the Organization.

H3a: Integrity mediates the relationship between creativity and green environment practices.

The mediation analysis revealed that integrity mediates the relation between creativity (effect = 0.652, $p < 0.001$) green environment practice (effect = 0.482, $p < 0.001$). Creativity significantly predicts integrity (effect – 0.652, $p < 0.001$) that indicate increased creativity is associated with higher integrity levels. One the other path, integrity significantly predicts the adoption of green environment practices (effect = 0.482, $p < 0.001$). the analysis shows that creativity has significant direct effect on green environment practices (effect = 0.403, $p < 0.001$) which suggest that creativity independently promotes green practices. The indirect effect of creativity on green practices through integrity is significant (effect = 0.314, Boot CI = [0.255, 0.374]) which confirms the mediating role of integrity. The total effect of creativity in green environment practices whether direct or indirect effect is stronger. It

highlights the dual contribution of direct creativity and its influence through integrity. These results strongly support hypothesis 3a and confirm that integrity mediates the relationship between creativity and adoption of green environment practices.

H3b: Integrity mediates the relationship between creativity and green environment practices.

The mediation analysis demonstrates the relationship between creativity to integrity and integrity to sustainable performance. From the path from creativity to integrity revealed that creativity significantly predicts integrity (effect = 0.689, $p < 0.001$) which shows that greater creativity fosters higher levels of integrity. The path from integrity to sustainable performance (effect = 0.504, $p < 0.001$), which shows that integrity enhanced sustainable performance. Creativity has a significant direct effect in sustainable performance (effect = 0.378, $p < 0.001$) confirm that creativity independently contributed towards sustainable performance. The indirect effect on creativity on sustainable performance through integrity is significant (effect 0.347, Boot CI = [0.284, 0.410]) which confirms the mediating role of integrity. The total effect of creativity on sustainable performance whether direct or indirect highlights the importance of creativity itself and its influence through integrity. These results strongly support hypothesis 3b and confirm that integrity mediates the relationship between creativity and sustainable performance which emphasizes an important role of integrity in enhancing organizational outcomes.

H4a: Sustainability moderates the relationship between green environment practices and sustainable performance.

The moderation analysis through PROCESS Macro (model 1) reveals that both green environment practices and sustainability significantly contributed to sustainable performance (green environment practice: effect = 0.472, $p < 0.001$; sustainability: effect = 0.315, $p < 0.001$). The interaction term green environment practices and sustainability is significant (effect = 0.814, $p < 0.001$) which indicate that sustainability moderates the relationship between green practices and sustainable performance. The strength of relationship between green environment practices and sustainable performance increases as sustainability practice become more involved into the organization. At high levels of sustainability (+1 sustainability), the effect of green environment practice and sustainability performance is stronger (effect = 0.578, $p < 0.001$) compared to low levels of sustainability (-1 sustainability, effect = 0.366, $p < 0.001$). These result support hypothesis 4a, confirming that sustainability positively moderates the relationship between green environment practices and sustainable performance.

H4b: Sustainability moderates the relationship between green environment practices and organizational growth.

The moderation analysis through PROCESS Macro (model 1) shows that both green environment practices and sustainability significantly predict organizational growth with positive main effects (green environment practice: effect = 0.538, $p < 0.001$; sustainability: effect = 0.287, $p < 0.001$). The interaction term green

environment practices and sustainability is significant (effect = 0.201, $p < 0.001$) which indicate that sustainability moderates the relationship between green practices and organizational growth. The effect of green practices on organizational growth strengthens as the level of sustainability increases. At high levels of sustainability (+1 sustainability), the effect is stronger (effect 0.659, $p < 0.001$) compared to low levels (-1 SD, effect = 0.417, $p < 0.001$). The findings confirmed that hypothesis 4b demonstrated that sustainability positively moderates the relationship between green environment practices and organizational growth.

H5a: Sustainability moderates the relationship between green environment practices and organizational growth.

The multiple linear regression analysis shows that the adoption of green environment practices significantly influences both sustainable performance and organizational growth. The regression model is statistically significant with R^2 value of 0.796 which indicate that 79.6% of the variance in both sustainable performance and organizational growth can be explained by the green environment practices. both green practices have significant positive effect in sustainable performance ($\beta = 0.426$, $p < 0.001$) and organizational growth ($\beta = 0.317$, $p < 0.001$). these findings suggest that as organizations adopt green environment practices with both sustainable performance and organizational growth increase. This model explains a substantial portion of the variability in both organizational growth and sustainable performance with a highly significant F-statis ($F = 348.25$, $p < 0.001$). These findings support hypothesis 5a while demonstrating that the adoption of green environment practices has a positive influence on both sustainable performance and organizational growth.

H5b: Sustainable performance mediates the relationship between green environment practices and organizational growth.

The mediation analysis was performed using the Process macro (Model 4) to test the mediating role of sustainable performance in the relationship between green environment practices and organizational growth as shown in table 4.3.9. the direct effect of green practices on organizational growth is positive and significant ($\beta = 0.321$, $p < 0.001$) which indicate that green environment practices directly contribute to the organizational growth. The indirect effect through sustainable performance is also significant ($\beta = 0.239$, CI [0.178, 0.311]), showing that sustainable performance mediates the relationship between green practices and organizational growth. This suggests that green practices improve sustainable performance which in turn enhances organizational growth. The total effect of green practices on organizational growth, whether direct or indirect, is strong and supports the overall significance of the model. This result provides strong support for hypothesis 5b and demonstrates that sustainable performance acts as mediator in relationship between green environment practices and organizational growth.

H5c: Integrity and sustainability jointly enhance the effects of green environment practices.

The moderated mediation analysis was conducted while using the Process

macro (Model 14) to evaluate how integrity and sustainability jointly enhance the effects of green environment practices on sustainable performance. Green environment practices positively impact integrity ($\beta = 0.476$, $p < 0.001$) which in turn significantly affect sustainability positively and further influence integrity. Sustainability moderates the relationship between integrity and sustainable performance ($\beta = 0.247$, $p < 0.001$) with stronger effects that observed at higher levels of sustainability. The indirect effect of green environment practices on sustainable performance mediated by integrity increases as the level of sustainability raises. For low sustainability, the indirect effect is $\beta = 0.389$ which demonstrates a strong enhancement at higher levels of sustainability. These results supported hypothesis 5c while highlighting the combined roles of integrity and sustainability that significantly clarify the positive effects on green environment practices on sustainable performance.

H5d: all the variables including creativity, integrity, green environment practices, sustainability, sustainable performance and organizational growth have a combined relationship.

The Structural Equation Model (SEM) analysis was conducted to examine the combined impact of creativity, integrity, green environment practices, sustainability, sustainable performance and organizational growth have a combined relationship. The model shows an excellent fit to the data as indicated by the x^2/ df ratio (1.88) whereas the CFI (0.965), TLI (0.957) and lastly RMSEA (0.047). creativity positively influence green environment practices ($\beta = 0.487$, $p < 0.001$) that further enhances integrity ($\beta = 0.0.561$, $p < 0.001$) and sustainable performance with ($\beta = 0.487$, $p < 0.001$). Sustainable performance significantly increases organizational growth ($\beta = 0.487$, $p < 0.001$) and sustainability further strengthen this relationship ($\beta = 0.398$, $p < 0.001$). creativity indirectly impacts sustainable performance through green practices and integrity ($\beta = 0.309$, $p < 0.001$). Green practices indirect impact organizational growth through sustainable performance ($\beta = 0.365$, $p < 0.001$). These findings show strong support for hypothesis 5d and highlight the close relationship among creativity, integrity, green environment practices, sustainability, sustainable performance and organizational growth.

Sequential Regression Analysis

Sample and Tool: Responses from 450 valid samples were collected and run on SPSS engine. Reliability: The value for Cronbach's alpha turned out to be 0.99 which confirms an internal consistency. Every item- total correlation was higher than the 0.3 threshold. Chi-Square assessments: It was discovered that every association between the variables was extremely statistically significant (p=0.000). Validity was ensured by the fact that more than 98% of the projected counts were higher than the threshold of 5. The range of Pearson's correlation, which indicates a strong positive association, was determined to be between 0. 83 to 0.94. At p=0.000, Spearman's correlation ranged from 0.73 to 0. 88, demonstrating its ordinal-level dependability for the data. Each variable's mean, median, mode, standard deviation, and variance were examined; no skewed patterns were discovered. Organizational

growth and sustainable performance are significantly influenced by creativity that has been proven by the statistical significance and strong data reliability.

Table: 6- Sequential Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.929[a]	.862	.861	.5395598	.862	722.92	3	346	.000

a. Predictors: (Constant), I, GWESP, CGEP

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	631.388	3	210.463	722.929	.000[b]
	Residual	100.729	346	.291		
	Total	732.117	349			

a. Dependent Variable: SP

b. Predictors: (Constant), I, GWESP, CGEP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.032	.124		.255	.799		
	GWESP	.453	.039	.436	11.481	.000	.276	3.622
	CGEP	.350	.060	.329	5.831	.000	.125	8.019
	I	.211	.056	.209	3.764	.000	.128	7.783

a. Dependent Variable: SP

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.949[a]	.901	.900	.4326240	.901	1049.834	3	346	.000

a. Predictors: (Constant), I, GWESP, CGEP

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	589.472	3	196.491	1049.834	.000[b]
	Residual	64.759	346	.187		
	Total	654.231	349			
a. Dependent Variable: SOG						
b. Predictors: (Constant), I, GWESP, CGEP						

As, it was established that the application of the regression model explains a sizable portion of variance (R^2=0. 862) and that all predictor variables i.e., GWESP, CGEP, and I significantly contribute to the success of sustainable performance and organizational growth which is a good fit for the model.

Table: 7- All Tables Findings (R- Squared Values)

Dependent Variable	R Square	Adjusted R Square	Interpretation
SP	0.862	0.861	Very Substantial
SOG	0.901	0.900	Very Substantial

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	Constant	.131	.099		1.318	.188		
	GWESP	.300	.032	.305	9.477	.000	.276	3.622
	CGEP	.638	.048	.634	13.241	.000	.125	8.019
	I	.045	.045	.047	.997	.319	.128	7.783
a. Dependent Variable: SOG								

Up to 99% of the predictor variables have been demonstrated to affect the sustainable performance and organizational growth, and their acceptable VIF values attest to the model's reliability and establish that multicolinearity is not an issue.

CONCLUSION

In the banking industry in Pakistan in particular, creativity and green practices are essential for the improvement of the sustainable performance and organizational growth. When integrity acts as a mediator, these practices provide openness, confidence, and moral principles that improve organizational results. Concurrently, sustainability serves as a moderating element, guaranteeing that green

and creative endeavors are not only inventive but also in line with long-term ecological and societal objectives. All of these factors work together to make the industry more competitive, increase stakeholder trust, and promote sustainable growth. Future studies should look beyond the banking sector to other industries where disparate dynamics may affect results in order to have a more thorough understanding. Understanding the long-term effects of creativity, integrity, and sustainability on organizational performance and growth would be more profound if longitudinal research approaches were used.

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