

## ABSTRAC

*This study aims to determine and explain the effect of CEO power and gender diversity on Environmental, Social, and Governance (ESG) performance in financial companies that go public in ASEAN-5 countries. ESG is considered very important because it measures non-financial impacts and not only focuses on increasing profits but is also expected to be an environmentally friendly, socially responsible, and well-governed company.*

*The method used in this study is quantitative and uses secondary data. In determining the sample using a non-probability methodsampling method with a purposive sampling technique to select samples. Based on this technique, 24 financial companies were obtained that went public in ASEAN-5 countries during the 2018-2022 period. Technique. The analysis technique used in this research is panel data regression. The resultsThe results showed that CEO power had a significant effect on direction, and gender diversity had a significant effect with a positive direction on ESG performance on ESG performance.*

**Keywords:** *CEO Power, ESG Performance, Gender Diversity, Financials*