

The basic purpose of this study is to seek the empirical evidence of relationships between work social support, CSR activities, knowledge sharing process, and feeling of happiness, job satisfaction, organizational trust and firm innovative capability. It aims to hypothesize a moderated meditational model, implying that work social support and CSR activities are related to moderated effect of organizational trust which will, in turn, enhance the mediating effect of knowledge sharing process, feeling of happiness and job satisfaction, thereby facilitating higher innovative capability of firm.

Data were collected from 534 respondents of banking industries by using self-administrated questionnaires. Data were analysed by using various statistical techniques like construct validity and normality in order to explore the nature of relationship among variables Hypotheses were tested using moderated mediation analysis with structural equation modeling.

The research findings have provided support to the role of work social support and CSR activities as a mechanism, facilitating knowledge sharing process and makes employees feel happy when participate in CSR activities voluntarily, so employees become more satisfied with their jobs and it increase the capability of firm for innovativeness. Results indicate that: knowledge sharing process and job satisfaction fully mediates the relationship between work social support and firm innovative capability; and feeling of happiness fully mediates the relationship between CSR activities and firm innovative capability. Cross-sectional data were collected from Southern Punjab, Pakistan. It would be highly valuable to consider replicating this study in different settings using longitudinal designs. The study carries both academic and managerial implications, future direction and recommendations that can provide base for future studies.