



Greenwashing Strategies and Their Effects on Stakeholders' Perceptions

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Deadline for manuscript submissions:

closed (15 July 2021)

Message from the Guest Editors

Dear Colleagues,

In recent years, corporate environmental performance has increased dramatically, together with documented cases of greenwashing. The term “greenwashing” refers to misleading communication strategies enhanced by firms whose activity may have a harmful impact on the environment. The final aim of greenwashing is, therefore, to form overly positive beliefs regarding firms’ environmental practices or products. This Special Issue embodies the varied research analyzing greenwashing either at a firm or at a product level. Therefore, we invite to collect both theoretical and empirical evidences covering a wide range of multidisciplinary aspects related to the phenomenon of greenwashing.

More details at:

https://www.mdpi.com/journal/sustainability/special_issues/greenwashing_strategies





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