Special Issue

Greenwashing Strategies and Their Effects on Stakeholders' Perceptions

Message from the Guest Editors

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 an 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.

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

Guest Editors

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Deadline for manuscript submissions

closed (15 July 2021)



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I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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