

INDEX

- Academic articles, 27
- Academic databases, 24
- 'Active communicators' of sustainability, 88–89
- Advertising, environmental claims in, 16–20
- Advertising Standards Authority, 89
- Alternative Livelihood projects, 82
- 'Aspirational talk', 45, 61–62
- Association of Business Schools (ABS), 27
- Attention deflection, 41–43
- Attitude-context-behaviour (ABC), 37, 64
- Attribution theory, 37, 51, 54
- 'Authoritative' texts, 61–62
- Average global citations received per paper (AGC), 26–27
- Behaviour, 9
- Behavioural norms, 3
- Bibliometric information, 25–26
- Bluwashing, 18
- Business and Management field, 27
- Business research, 1–2
- Business Strategy and the Environment* (BSE), 26–27
- Business supra-systems, 102, 104–105
- Business system, 102
- California Air Resources Board (CARB), 65–66
- Case studies, 39–40
 - #Plasticmonster and Nestlé, 71–79
 - GAR and DJSI, greenwashing in sustainability indices, 80–85
 - managerial principles and guidelines for sustainability communication, 85–93
 - Volkswagen Dieselgate, 65–71
- Categorisation
 - based on methodology, unit of analysis, type of data and tools/research methods, 38–40
 - based on theoretical underpinnings and level of analysis, 37
 - of publications based on geographical affiliation of first authors, 29
 - of trending articles in greenwashing research, 30–37
- Clarity, 75
- Clean Air Act, 66
- Clear communication strategy, 89
- Cognitive contexts, 54
- Cognitive-affective theories, 37, 64
- 'Cognitive' legitimacy, 48–49
- Communication
 - constitution of organisations, 37
 - role in sustainability-oriented organisations, 98, 100
 - strategy, 86
- Communicative constitution of organisations (CCO), 37, 60–61, 63
- Communicator, 90

- Company-controlled communication messages, 90
- Completeness, 76
- Conceptualisation, 48
- Constructivist approach, 37, 45
- Consumer green trust, 38–39
- Consumer Protection Cooperation Network (CPC), 96
- ‘Consumer-perceived greenwashing’, 52
- ‘Consumers’ perception of sustainability ratings, 52
- Content analysis, 39, 51, 67
- Conventional perspective of environmental resources, 5
- Coronavirus pandemic, 106
- Corporate environmentalism phases of, 4–6 and rise of greenwashing, 4–10 theories, 37
- Corporate neo-colonialism, 6
- Corporate social irresponsibility, 52
- Corporate social responsibility (CSR), 10, 14, 70, 80 communication, 48 communication, 61–62 communication signals, 57 environmental claims in advertising to CSR communication, 16–20 initiatives, 54–55 operative communication for CSR, 92 and reporting, 97 rhetorical approaches, 48–49 signaling theory in, 56–57 strategic discourse on, 49–50 strategic management to Media Mix for, 90–93
- Corporate Social Responsibility and Environmental Management (CSR-EM)*, 26–27
- Corporate sustainability (CS), 10–14 indices, 80
- ‘Cosmetic’ communication, 2–3
- Credibility, 76
- Crude palm oil (CPO), 80–81
- Deceptive communication in organisations and greenwashing, 16–20
- Deceptive labeling, 44–45
- Deceptive manipulation, 45
- Deceptive strategic silence, 95–98
- Decoupling, 43–44, 55
- Defensive tactics, 59–60
- ‘Dialogic rhetoric’, 49–50
- Dialogical communication strategies, 62–63
- ‘Diesel dupe’, 65
- Dieselgate scandal, 1, 10
- Dispositional motives. *See* Intrinsic motives
- Dominant institutions, 4–5
- ‘Double materiality perspectives’, 14–15
- Dow Jones Sustainability Index (DJSI), 80–81
- Earned media, 92
- Eco-labels, 44–45
- Ecological disasters, 2–3
- Ecology movement, 3
- Economic responsibility, 11
- Economics of information theory (EOI theory), 37
- Ecopornography, 1–2
- Effective stakeholder engagement, 90–91
- Elaboration Likelihood Model (ELM), 37, 64
- ‘Empty green claims and policies’, 43
- Environmental, social, and corporate governance activities (ESG activities), 13
- Environmental ‘rights’, 2–3

- Environmental awareness, 1–4
- Environmental champions, 18
- Environmental claims in advertising, 16–20
- Environmental disclosure, 50
- Environmental non-governmental organisations (ENGOs), 2–3
- Environmental product declaration (EPD), 45
- Environmental science journals, 27
- Environmental sustainability, 68
- Environmentalism as social responsibility, 4
- Ethical behaviour in organisations, 1–4
- Ethical responsibility, 11
- European Commission, 96
- European Super League project, 1
- Extrinsic motives, 52
- Exxon Valdez oil spill (1989), 3
- ‘Fake’ third-party endorsement, 44–45
- ‘False advertising’, 17
- False assumptions, 101
- Femvertising, 18
- Fibbing, 17–18
- Firm-level perspective of greenwashing, 101–106
- Fossil fuel producers, 96
- Frames, 42
- Friends of the Earth (FoE), 81
- FTSE4Good Index, 80
- ‘Fuzzy’, 51
- Gender equality issues, 18
- Global Reporting Initiative (GRI), 14
- Golden Agri-Resources (GAR), 80–81
 - background to case, 80–82
 - case analysis, 82–85
 - GAR AND DJSI, 80–85
- Google Scholar, 24–25
- ‘Green card’, 7
- ‘Green consumers’, 53–54
- ‘Green movement’, 1–2
- Green skepticism, 38–39
- ‘Green’ communication, 21–22
- Greenhouse effect, 3
- ‘Greenhushing’, 97
- Greenpeace campaign, 81, 97–98
- Greenwashing, 8–9, 106
 - allegations, 88
 - attention deflection, 41–43
 - avoiding greenwashing trap, 90–93
 - categorisation of trending articles in greenwashing research, 30–31, 36–37
 - communication role in sustainability-oriented organisations, 98, 100
 - companies, 96
 - corporate environmentalism and rise of, 4–10
 - CSR and CS, 10–14
 - deceptive communication in organisations and, 16–20
 - deceptive labeling, 44–45
 - deceptive manipulation, 45
 - decoupling, 43–44
 - ethical behaviour in organisations, 1–4
 - beyond firm-level perspective of, 101–106
 - future of, 95–98
 - against GAR, 81–82
 - leading journals in greenwashing research, 27
 - mandatory *vs.* voluntary environmental disclosures, 14–16
 - rise of, 7–10
 - selective disclosure, 40–41
 - in sustainability indices, 80–85
 - theoretical approaches in, 47
 - types of, 40–45
- ‘Grey literature’, 24
- Guidelines for sustainability communication, 85–93

- 'Halo effect', 41–42
- Hidden trade-off, 17–18
- Impression management, 37, 59–60
- Individual-level factors, 54
- Industrial environmentalism, 4
- Information strategy, 62–63
- Institutional mechanisms, 55
- Institutional theory, 4, 37, 54, 56
- Intentional greenwashing phenomena, 85–86
- International Council on Clean Transportation (ICCT), 65–66
- International Organization for Standardization (ISO), 45
- International solidarity, 2–3
- Intra-organisational coordination, 89
- Intra-organisational ethical issues, 1
- Intrinsic motives, 52
- Involvement strategy, 62–63
- Irrelevance, 17–18, 76
- Issue framing, 42
- Journal of Business and Technical Communication* (JBTC), 26–27
- Journal of Business Ethics* (JBE), 26–27
- Journal of Business Research* (JBR), 26–27
- Journal of Cleaner Production* (JCP), 26–27
- Journal of Sustainable Tourism* (JST), 26–27
- Journal of Advertising* (JA), 26–27
- Journal-based categorisation of papers, 26–27
- Knowledge of stakeholders, 98
- Legal responsibility, 11
- Legitimacy theory, 37, 47, 51
- Managerial principles for sustainability communication, 85–93
- Mandatory environmental disclosures, 14–16
- Market external factors, 54
- Means-end decoupling greenwashing, 43–44
- Methods used in greenwashing research, 38–40
- 'Moral' legitimacy, 48–49
- MSCI KLD 400 Social Index, 80
- Natural language processing (NLP), 67
- Natural Resource-Based View (NRBV), 5
- (neo)institutional theory, 37
- Nestlé, 71–79
 - background to case, 72–74
 - case analysis, 75–79
- Nitrogen oxides (NO_x), 65–66
- Non-Financial Reporting Directive (NFRD), 14–15
- Non-profit organisations, 4–5
- Nooj (linguistics software), 67
- Noojgraphs, 67
- Normative contexts, 54
- Normative institutions, 4
- Occupational health and safety (OHS), 83–84
- Operative communication for CSR, 91–92
- Organisational factors, 54
- Organisations
 - communicative constitution of, 60–63
 - deceptive communication in, 16–20
 - ethical behaviour in, 1–4
 - 'Organised hypocrisy', 18
 - Organised listening activity, 86, 88
- Owned media, 91–92

- Packaging, 72
- Paid media, 92
- Paris agreement, 73
- Persuasion knowledge model (PKM), 37
- Philanthropic responsibility, 11–12
- Pinkwashing, 18
- Planet, People and Profit model (3P model), 12
- Plastic packaging, 72
- Plastic waste, 73
- #Plasticmonster, 71–79
 - background to case, 72–74
 - case analysis, 75–79
- Policy makers, 106
- Policy-practice decoupling, 55
 - greenwashing, 43–44
- ‘Political turn’ in CSR, 49–50
- Pollution prevention, 5
- ‘Pooling’, 43
- ‘Pragmatic’ legitimacy, 48–49
- Proactive environmental management strategies, 3
- Proactive strategies, 59
- Process attribute view, 17
- Product stewardship, 5
- Publications based on geographical affiliation, categorisation of, 29
- Qualitative analysis, 67
- Qualitative content analysis, 50–51
- Quantitative analysis, 67
- Reflective communication, 86
- Regulatory contexts, 54
- Regulatory environmentalism, 4–5
- Reliability, 76
- Research gaps, 40–45
- Resource-Based View (RBV), 5
- Response strategy, 62
- Santa Barbara Oil Spill disasters, 2–3
- ‘Save our Planet’, 7
- ‘Schemata of interpretation’, 42
- Scopus database, 24–25
- ‘Sector greenwashing’, 104–105
- Sector-wide structuration dynamics, 49–50
- Securities and Exchange Commission (SEC), 14–15
- Selective disclosure mechanisms, 40–41, 90
- Self-centred communication strategies, 62–63
- Self-regulation industry schemes, 103–104
- Sense-making, 37
- Signaling theory, 37, 56, 59
- Silent Spring*, 4–5
- Situational motives. *See* Extrinsic motives
- Social disclosure, 50
- Social media, 93
- Social responsibility, 11
- Social semiotics, 37
- ‘Socio-humanistic responsibility’, 1–2
- Spill over effect, 53
- Stakeholder, 80, 95
 - engagement, 98–99
 - knowledge of, 98
 - theory, 37
- Statistical/mathematical models, 39
- Stimulus-organism-response (SOR), 37
- Strategic management to Media Mix for CSR Communication, 90–93
- Sub-systems, 102
- Supra-systems, 102
- Sustainability (SUS), 12, 26–27
 - discourses, 18
 - greenwashing in sustainability indices, 80–85
 - orientation, 99
 - sensegiving, 98–99
 - sensemaking, 98–99
- Sustainability Accounting Standards Board (SASB), 14

- Sustainability communication
 - avoiding greenwashing trap, 90–93
 - management, 99
 - management and triggers of greenwashing, 87
 - managerial principles and guidelines for, 85–93
- Sustainability-oriented organisations, communication role in, 98, 100
- Sustainable Brand Index™, 19
- Sustainable development, 5
- Sustainable Development Goals (SDGs), 106
- ‘Sustainable fashion’, 104–105
- Sustainable superiority, 103
- ‘Symbolic management’ actions in CSR, 43
- Systematic literature review, 22
 - analysis and results, 26–40
 - categorisation based on methodology, unit of analysis, type of data and tools/research methods, 38–40
 - categorisation based on theoretical underpinnings and level of analysis, 37
 - categorisation of publications based on the geographical affiliation of first authors, 29
 - categorisation of trending articles in greenwashing research, 30–31, 36–37
 - of greenwashing, 103
 - journal-based categorisation of papers, 26–27
 - research design, 23–26
 - research objective, 22–23
 - search strategy, 25
 - types of greenwashing, 40–45
 - year-based categorisation of papers, 28
- ‘Systemic visionary strategy’, 99
- Theoretical approaches
 - attribution theory, 51–54
 - communicative constitution of organisations, 60–63
 - in greenwashing research, 37–38, 47
 - impression management, 59–60
 - institutional theory, 54–56
 - legitimacy theory, 47–51
 - other theoretical approaches, 63–64
 - signaling theory, 56–59
- Total articles published (TAP), 26–27
- Traceability to the Plantation (TTP), 82
- Trade-offs, 76, 78–79
- Trending articles categorisation in greenwashing research, 30–31, 36–37
- Type I eco-labels, 45
- Type II eco-labels, 45
- Type III eco-labels, 45
- U. S. Department of Justice, 66
- Union Carbide incident (1984), 3
- Unit of analysis, 38–40
- United Nations Conference on the Human Environment, 2–3
- United Nations Environment Program, 2–3
- US Environmental Protection Agency (EPA), 2–3, 17–18, 65–66
- Vagueness, 17–18, 75–76
- ‘Vicarious greenwashing’, 53, 80
- Volkswagen Dieseldgate, 45, 65, 71
 - background to case, 65–66

- case analysis, 66–71
- impact of concept of ‘fraud’ in
 - US Newspapers headlines, 70
- environmental sustainability, 68
- Volkswagen’s claims in environmental sustainability leadership, 69
- Voluntary environmental disclosures, 14–16
- Word-of-mouth (WOM), 64
- Worshipping of false labels, 17–18, 77
- Year-based categorisation of papers, 28
- ‘Zero guilt’, 89