

CSR's Moral Commitment and Greenwashing

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Abstract: *This research explores the phenomenon of greenwashing within the context of Corporate Social Responsibility (CSR) and examines its ethical implications. Greenwashing refers to the practice of companies presenting themselves as more environmentally responsible than they are, misleading stakeholders and undermining genuine CSR efforts. The study investigates the deceptive nature of greenwashing, analyzing its prevalence across various industries and its impact on corporate credibility. It also explores ethical frameworks, such as Max Weber's typology of ethics, to understand how current CSR practices may inadvertently promote greenwashing. Effective communication and stakeholder engagement are identified as critical factors in preventing greenwashing, emphasizing the need for transparency. The paper reviews existing regulatory measures and voluntary standards aimed at curbing greenwashing and proposes a hybrid approach that combines both to enhance corporate accountability. The findings underscore the importance of a robust framework to ensure that CSR initiatives are genuine and impactful, addressing the challenges posed by greenwashing.*

Keywords: Greenwashing, Corporate Social Responsibility, Ethical Implications, Transparency, Stakeholder Engagement, Voluntary Standards.