



Faculty of Legal Sciences

International Studies

**The greenwashing tendency in the business sector
of the city of Cuenca: its consequences on Corporate
Social Responsibility**

**Degree dissertation prior to obtaining the degree of
Bachelor of Arts in International Studies**

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DEDICATION

To my dad James for always encouraging me
to excel in academics,
To my mom Raquel for encouraging me to be
a better human being,
To my siblings Itzel, Daniel and Enrique for
putting up with me,
And to all those who always seek the truth.

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Resumen:

El siguiente artículo tiene como finalidad analizar el fenómeno del greenwashing dentro del sector empresarial de la ciudad de Cuenca y su influencia en el mal uso de la Responsabilidad Social Empresarial. La metodología en esta investigación es de carácter cualitativo-inductivo; se realizó una revisión literaria de los aspectos teóricos de cada rama de RSE, marketing ecológico, greenwashing y normativas a nivel internacional existentes para realizar, seguidamente, un análisis inductivo respecto a las iniciativas seguidas por las empresas seleccionadas. Por medio de una encuesta de tipo Likert, se identificó las percepciones del público frente a los aspectos de RSE de las empresas. Los hallazgos evidenciaron deficiencia por parte de las empresas en dar a conocer sus prácticas de RSE en base a las declaraciones que proponen dentro de sus memorias e informes, además de identificar una empresa en específico cuyas declaraciones y reconocimientos no se alineaban a sus prácticas ambientales.

Palabras clave: responsabilidad social empresarial, greenwashing, lavado verde, divulgación de información, marketing ecológico, divulgación de información.

Abstract:

This manuscript aims to analyze the phenomenon of greenwashing within the business sector in Cuenca and its influence on the misuse of Corporate Social Responsibility. The methodology of this research was qualitative with an inductive scope. A literature review of the theoretical aspects of each branch of CSR, ecological marketing, greenwashing and of existing international regulations was carried out. After, an inductive analysis of the initiatives followed by the selected companies was carried out. A Likert-type survey was used to identify the public's perceptions of the CSR aspects of the companies. The findings revealed a deficiency on the part of the companies in publicizing their CSR practices on the basis of the statements they make in their reports, as well as identifying one specific company whose statements and acknowledgements were not in line with its environmental practices.

Keywords: Corporate social responsibility, greenwashing, green marketing, information disclosure.



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