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# Bir Örgütsel İkiyüzlülük Hikâyesi: Greenwashing

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## ABSTRACT

While defining hypocrisy, which means one's words are different from his/her essence, it is necessary to underline the intention to deceive rather than inconsistency. The issue of organizational hypocrisy is examined through discussions of new institutionalism. Institutional environment is the common space where customers/consumers, suppliers, competitors, regulators and non-governmental organizations exist. By complying with the demands of the environment, organizations that provide apparent isomorphism to meet expectations gain the legitimacy that is necessary for survival. Inconsistent/conflicting demands of stakeholders cause the organization to act "as if" while gaining legitimacy, and the new standards and practices adopted remain on paper while the firm continues its previous practices. Organizations "pretending" to make themselves look better than they really are is often viewed as manipulative and unethical. Greenwashing is the presenting a brand as if it is environmentalist and making false/misleading advertisements. In other words, it is to ensure that the firm is perceived as a socially responsible and environmentally friendly firm in the market called green consumption with the increase of environmentally conscious consumers and to try to profit from it. In this study, some examples of large international companies found to be greenwashing are examined.

**KEYWORDS** organizational hypocrisy; greenwashing

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