**Faculty Call for Research Assistant Application**

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| **Part I – Outline of research project** |

**Academic field:** Management

**Research topic:** Sustainability washing and the severity of consequences for companies

**Brief description of project and research assistant duties:**

This study contributes to the fight against sustainability washing practices (greenwashing and social washing), by providing a complete taxonomy of these practices, and the risks that companies face when they adopt these deceiving practices. The paper is already in a draft form, with significant research on the taxonomy already done. The Research Assistant will support in completing the taxonomy of sustainability washing practices, and researching the consequences of these practices, helping create a scale of severity as found from indications provided by key authorithies and previous case studies. A particular focus is will be on practices that trigger administrative or even criminal penalties (e.g. Volkswagen's "Dieselgate" scandal)

**Sponsoring professor:** Anna Fiorentino

**Professor’s e-mail address:** afiorentino@johncabot.edu

**Semester of assistantship**: Fall 2025

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| **Part II – Mentoring plan** |

**Full description of research assistant’s regular duties:**

The RA will support on two fronts: 1) Analyze the most recent literature to update the existing taxonomy of greenwashing and sustainability washing. 2) The other duty is analyze the severity on company reputation of each type of sustainability washing practices, from brand damage to administrative and criminal sanctions for executives. The RA will also complete or create visual tables with the results of the research. The RA will also scout for the most relevant case studies of past violations and their consequences on company reputation and economics.

**Description of the work to be completed by the end of the research assistant’s 45 hours of work:**

The Research assistant will provide the following end products: a) the finalized taxonomy of sustainability washing practices, which is already in good shape and requires a "refresh" to ensure current relevance. 2) An overview of which category of sustainability washing practices create the most serious damage to company reputation, due to visibility of sanctions

**Statement addressing how the faculty research will help the student research assistant develop their research skills:**

The professor will provide an existing taxonomy and provide students with full guidance on how to incorporate any recent articles to make it fully updated. On the search for severity, the professor will provide guidance on how to conduct research, will support the RA on identifying the most relevant authorities and what they indicate in terms of sanctions for sustainability washing practice