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Autore	Heerdt Hedwig
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Nota di contenuto	Green Banks; I Abstract; II Table of contents; III Table of figures; IV List of tables; V List of abbreviations; 1 Introduction; 1.1 Background; 1.2 Research focus; 1.3 Research aim and objectives; 1.4 Outline structure; 2 Literature Review; 2.1 Ethical Banks; 2.2 Measuring social and environmental Reporting; 2.3 Ethical decision making; 2.4 Emerging issues and the need for empirical research; 3 Theoretical Framework; 4 Data and methodology; 4.1 Research design; 4.2 Survey; 4.3 Data collection and analysis; 4.4 Practical research problems; 5 Findings and analysis of results 5.1 Respondents' characteristics and attitude towards different bank types 5.2 Evaluation of ethical criteria; 5.3 Final list of criteria; 6 Conclusion; 6.1 Summary of findings; 6.2 Limitations; 6.3 Opportunities for further research; VI References; VII Appendix A; VIII Appendix B
Sommario/riassunto	As ethical banks have developed from niche players to a serious competition for traditional banks, supposedly ethical banks and even traditional banks use the term ethical bank in order to sell bank services under the cloak of sustainable and ethically correct business conduct. Therefore, the aim of this research is to make truly ethical banks distinguishable from traditional banks by investigating, analyzing and determining principles, ethical banks have to fulfill or refrain from in order to call themselves truly ethical. Based on academic

research results, a web-based survey identifies the b
