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Altri autori (Persone)	ZopounidisConstantin GalariotisEmilios SariannidisNikolaos ZournatzidouGeorgia
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assessing anti-ESG variables using Entropy weight-TOPSIS methodologies in the European banking sector.

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## Sommario/riassunto

This book provides a comprehensive analysis of the various frameworks associated with financial corporate washing. It examines the factors influencing these practices and explores their connection to environmental, social, and governance (ESG) strategies, through the use of operations research methods. ESG investors thoroughly evaluate a company's environmental, social, and governance factors before investing, reflecting the growing global emphasis on sustainability. As climate change risks rise and sustainability becomes more important, many organizations have begun to adapt, though some resort to greenwashing, misleadingly presenting their practices as eco-friendly despite ongoing harmful activities. This book offers a thorough examination of the strategies used by financial institutions, such as greenwashing, bluewashing, social washing, and pinkwashing. It aims to address corporate washing by highlighting its various forms within the financial sector, providing policymakers and stakeholders with insights to develop effective strategies and practices to counteract these deceptive practices.

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