

## **Copenhagen Business School Call for Expressions of Interest for “Marie Skłodowska-Curie Postdoctoral Fellowships” focusing on**

### **Subject: The Boundaries of Greenwashing**

**Host:** Copenhagen Business School – Department of Management, Society and Communication (MSC)

**Location:** Copenhagen, Denmark

**Salary:** The salary rate for a MSCA grant in Denmark will be approx. EUR 87.600 per year. Salary will be negotiated in accordance with the agreement between the Danish Ministry of Finance and the Central Academic Organisation. The MSCA grant includes mobility and possibly a monthly family allowance of EUR 660, if the researcher is eligible<sup>1</sup>.

**Hours:** Full-time

**Contract type:** Fixed term

**Closing date for Expressions of Interest:** March 15<sup>th</sup>, 2023

**submission of final applications:** September 13<sup>th</sup>, 2023

### **The Fellowship**

Marie Skłodowska-Curie Postdoctoral Fellowships are prestigious fellowships funded by the European Commission. They offer a generous allowance for 24 months including mobility, family and research allowance. Applicants must hold a PhD at the time of application deadline and have a maximum of **8 years** research experience after their PhD was awarded. Applicants can be from any country but must not have resided or carried out their main activity in Denmark for more than 12 months in the 3 years immediately prior to the deadline on September 13<sup>th</sup>, 2023. If the applicant has never before lived in Denmark, the applicant will be eligible for special taxation scheme. MSCA follows a bottom-up approach, which means that the research fields and topics are not predefined by the MSCA programme. More information on the Fellowship scheme and the application process can be found at

<https://ec.europa.eu/research/mariecurieactions/actions/postdoctoral-fellowships>

### **The call for Expression of Interest**

The Department of Management, Society and Communication at Copenhagen Business School (CBS) welcomes expressions of interest from postdoctoral researchers with an excellent track record of research and publication to apply jointly with a supervisor from the department at CBS to the Marie Skłodowska-Curie Postdoctoral Fellowship Scheme. Selected candidates will receive dedicated support from, the supervisor, as well as CBS’ Research Support Office to develop their proposal and application for submission to the European Commission by September 13<sup>th</sup>, 2023. The

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<sup>1</sup> The researcher is eligible for family allowance in case they have family obligations. Family is defined as persons linked to the researcher either: (i) by marriage; (ii) by a relationship with equivalent status to a marriage recognized by the legislation of the country or region where this relationship was formalized; or (iii) as dependent children who are actually being cared for by the researcher.

selected candidate may benefit from travel funding provided by CBS to visit the supervisor before applying. If travel is not possible, online meetings will be arranged.

Details of the Department Management, Society and Communication at Copenhagen Business School can be found at [https://www.cbs.dk/en/research/departments-and-centres/department-of-management-society-and-communication](https://www.cbs.dk/en/research/departments-and-centres/departments-and-centres/department-of-management-society-and-communication)

## Research theme

Expressions of Interest that address the following research theme are welcome:

### Subject The Boundaries of Greenwashing

Supervisor: Prof. Esben Rahbek Gjerdrum Pedersen

More and more companies and sector are accused of greenwashing. However, in theory and practice there is neither consensus about the definition nor the use of greenwashing. Moreover, greenwashing claims can be made by accusers with less noble interests and be distorted by mediators, e.g., newspaper and social media platforms. Therefore, there is need to explore the concept of greenwashing in theory and practice. This includes:

- The history of greenwashing. The concept of greenwashing emerged in the 1980s and has since then evolved into different categories and subfields. Moreover, a number of new labels have emerged which address the discrepancy between company talk and action. This includes pinkwashing, femiwashing, sportwashing, bluwashing. Overall, there is a need to understand how the conversation has changed over the years. This will enable a deeper understanding of the greenwashing phenomenon and the broader discussions of corporate sustainability.
- There is a particular need to understand the changing boundaries of greenwashing. What was considered greenwashing in the past is not necessarily considered greenwashing in the future (and vice versa). The dynamics of how the fenceposts of greenwashing has evolved call for scholarly inquiry.
- Actors involved in greenwashing. It is increasingly acknowledged that greenwashing cannot be understood simply by looking at the organisation accused of greenwashing. Research also needs to look at the accusers as well as other actors involved in the debates. More research is needed to better understand the stakeholder networks surrounding greenwashing debacles.
- The literature on the practice of greenwashing is practically non-existent. This implies that we know close to nothing about the internal dynamics and practices of greenwashing. New methods and tools for understanding how greenwashing come about are called for.
- Conceptually, the greenwashing literature leans itself to an eclectic mix of theories, including decoupling theory, legitimacy theory, and hypocrisy theory. It will be relevant to develop a more coherent theory of greenwashing and talk-action disconnects more generally.

**Please note:** Candidates are expected to have proven ability to produce high-quality research and write academic texts in English suitable for publication in high-impact peer-reviewed journals.

## How to express your interest

Expressions of interest should include:

1. A one-page pitch on your idea



2. Your CV including a full list of your publications, research grants and projects
3. A one-page motivation letter

Please submit your EoI by sending it to [msca2023@cbs.dk](mailto:msca2023@cbs.dk) as **one single PDF file** attachment named **‘MSCA – MSC - Applicant’s initials’** by **March 15<sup>th</sup>, 2023**.

Expressions of interest will be selected based on the quality of the research idea and the candidate’s track record. In early-April 2023, selected candidates will be contacted by the CBS RSO team to discuss the next steps. Apart from the Kick-off meeting on April 18<sup>th</sup>, 2023, the candidates will also be offered two Masterclasses on May 25<sup>th</sup>, 2023.

To allow sufficient time for institutional approvals, a first draft of the full proposal is expected to be ready for review by the CBS host by **June 14<sup>th</sup>, 2023**.

In case of questions, please send an email to [msca2023@cbs.dk](mailto:msca2023@cbs.dk)