

Green Hushing: A New Sustainability Paradigm

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Abstract:

The dissemination of green initiatives is become a subject of controversy. Since Greenwashing's negative effects on businesses' reputations and harsh criticism, Green-hushing appeared. Businesses have tended to communicate with greater caution. As a result, the desire to conceal green initiatives and the unwillingness to disclose them to the public are reflected in the new idea in the literature, "green hushing". This study examines how the idea of "green hushing" developed, its theoretical foundation, and its significance for strategies of communication and environmental performance. Based on this, research questions and recommendations are posed on strategies that businesses might use to combat the green-hushing trend. The study reveals that green hushing, a new concept, should be investigated with empirical studies as a result of sustainability efforts. Long-term, this unfavorable trend could lead to a lack of openness and an erosion of social trust. Therefore, it is necessary to carry out scientific research.

Keywords:

Green hushing, greenwashing, sustainability, green strategies, green silence.