Course Title: Management Information System

Course ID: MIS442

Report Name: Green IT Adoption

Course Faculty: Abul Khair Ph.D.

Section: 02

Spring 2024

Submission Date: 16th April, 2024

Table of Contents

Group Member's

SL.	Name	ID
1	Md. Jonaid Thakur	2230414
2	Abid Hossain	2331045
3	Sanjana Nasrin Jasi	2220246
4	Md Mahedi Hassan Shohag	2220397
5	Safwan Sadik	2210854

Executive Summary: The purpose of the "Green IT Adoption Report" is to identify trends, best practices, and insights related to the adoption of Green IT in organizations. The paper uses semi-structured interviews and FGD journals, among other qualitative methodologies, as part of an exploratory study design.

Key findings show that a variety of factors, such as corporate management directives, alignment of environmental strategy, and previous exposure with Green IT practices, influence the adoption of Green IT. When evaluating the environmental impact of IT, issues like power consumption and utilization must be taken into account. Primary participants were identified, semi-structured interviews were conducted, and sufficient evidence was analyzed thematically as part of the study approach. The insights from the journals and interviews are combined to give a thorough knowledge of the adoption of Green IT practices, including techniques that have worked, obstacles that have been overcome, and future goals. Consumer recommendations include encouraging collaboration among IT, environmental, and sustainability participants; establishing standards; encouraging internal expertise; and coordinating Green IT projects with business strategy.The research emphasizes the need for proactive management to stay competitive in today's business landscape and the growing significance of Green IT adoption in addressing environmental concerns. There are recommendations for additional study directions, such as case studies, cross-validation studies, and investigations into organizational settings and performance metrics. All things considered, the "Green IT Adoption Report" provides insightful analysis and useful suggestions for businesses aiming to incorporate environmentally friendly IT practices into their daily operations, setting them up for long-term success in a world where environmental awareness is growing.

Chapter 1: Introduction

1.1 Background of the Study

In today's era, Information Technology (IT) has become an indispensable element in every organization, driving innovation, communication, and overall efficiency. However, this reliance on technology comes at a cost – a significant environmental impact. Data centers, personal computers, and the ever-growing demand for energy to power them contribute substantially to greenhouse gas emissions and resource depletion. This growing concern has paved the way for the emergence of Green IT, a set of practices aiming to minimize the environmental footprint of IT infrastructure and operations. Green IT encompasses various approaches, including energy-efficient hardware, software optimization, data center consolidation, and the adoption of cloud computing solutions (Agarwal, 2020)

1.2 Problem Statement

While the potential benefits of Green IT adoption are widely acknowledged, organizations face a complex interplay of drivers and barriers that influence their implementation decisions. Understanding these factors is crucial for promoting widespread Green IT adoption and achieving environmental sustainability.

Previous research has explored the drivers of Green IT adoption, citing factors such as cost savings through reduced energy consumption, regulatory compliance pressures, and increasing customer demand for environmentally responsible practices (Wong, 2018). However, a research gap exists regarding the relative weight of each driver and how they differ across industries and organizational sizes.

Furthermore, limited research investigates the impact of Green IT on organizational performance beyond environmental sustainability. While some studies suggest potential benefits in brand image and employee morale, a comprehensive understanding of how Green IT adoption affects operational efficiency, cost reduction, and overall financial performance is lacking.

1.2 Objectives of the Study

This study aims to address the aforementioned research gaps by examining the drivers and barriers impacting Green IT adoption in organizations. Our specific objectives are:

1. **To investigate the key drivers and barriers influencing Green IT adoption in organizations.** This objective will involve identifying and analyzing the various factors that motivate or hinder organizations from implementing Green IT practices. The study will explore both internal and external drivers, such as cost savings, regulatory compliance, customer demand, and organizational culture. Additionally, it will examine barriers such as upfront investment costs, lack of awareness, and technical challenges.
2. **To analyze the impact of Green IT adoption on environmental sustainability and organizational performance.** This objective will assess the environmental benefits of Green IT initiatives, focusing on factors such as reduced energy consumption, minimized e-waste, and lowered greenhouse gas emissions. Additionally, the study will examine how Green IT adoption affects organizational performance, considering metrics such as operational efficiency, cost reduction, and brand reputation.

3. By achieving these objectives, this study seeks to contribute valuable insights to the existing body of knowledge on Green IT adoption.

1.4 Limitation of the study

While this study strives for comprehensiveness, it acknowledges certain limitations. Firstly, the research might be constrained by the chosen sample size and the scope of organizations surveyed, as well as the availability of data regarding their Green IT initiatives and their environmental and performance impacts. Additionally, the study will likely rely on self-reported data from participants, which may introduce potential biases, and the chosen methodology for data collection (e.g., surveys, case studies) might influence the generalizability of the findings. Moreover, the constantly evolving nature of technology and business processes may prevent the study from capturing the full range of potential drivers, barriers, and impacts of Green IT adoption. Despite these limitations, this research aims to contribute valuable insights into the current state of Green IT adoption in organizations. By investigating the drivers, barriers, and

impacts of these practices, the study can inform future strategies for promoting environmentally responsible IT practices and achieving a more sustainable future.

Chapter 2: Literature Review

2.1. Contextual literature review

Adoption of Green Information Technology (Green IT) has become an important subject of study in the realms of environmental sustainability and information systems. As more and more businesses realize how important it is to reduce their environmental impact, implementing Green IT practices has become essential to achieving their goals for sustainability. The purpose of this analysis of the literature is to investigate the benefits and drawbacks of implementing green IT in businesses.

Advantage of Green IT Adoption:

1. **Cost Reduction**: Adoption of Green IT has been related to possible cost reductions, according to several studies. Businesses can cut expenses associated with running their operations and electricity consumption by putting energy-efficient solutions into place. Furthermore, efforts like cloud computing and the virtualization of servers can result in large savings on the need for hardware, maintenance, and space (Trindade, 2018).

2. **Environmental Benefits**: The adoption of Green IT has a good impact on the environment, which is one of its main advantages. Organizations have the ability to reduce the effects of climate change and preserve natural resources by implementing energy-efficient practices and reducing carbon emissions. Sustainable buying and e-waste recycling are two examples of green IT practices that reduce environmental degradation and advance the ideas of the circular economy (Loeser, 2020).

3. **Increased Corporate Reputation**: An organization's reputation and corporate image can be improved by using green IT practices. Customers, investors, and other stakeholders see companies more favorably when they show a commitment to environmental

sustainability. Increased brand loyalty, market distinction, and a competitive edge in the marketplace can result from this favorable view (Liu, 2019).

Disadvantage of Green IT Adoption:

1. **Initial Investment Costs:** One of the primary barriers to Green IT adoption is the considerable initial investment required to implement environmentally sustainable technologies and infrastructure. Although these expenditures might result in long-term cost savings, firms might find it difficult to implement Green IT practices due to resource and budget restrictions.
2. **Technological Complexity**: Adopting Green IT often involves combining complex structures and technologies, which can be difficult for businesses, especially those with vintage infrastructure or no IT experience. Green data centers, renewable energy sources, and energy-efficient gadgets demand particular knowledge and abilities that might not be easily accessible within the company (Lodhia, 2017).
3. **Risk of "Greenwashing"**: There is a chance that companies will deceive stakeholders or customers by misrepresenting the environmental advantages of their goods or services. This practice is known as "greenwashing." Greenwashing damages the reputation of authentic Green IT projects and can cause stakeholders to lose faith in them. It also destroys the trust of stakeholders (Dangelico, 2010).

2.2 Theoretical literature review

Several studies have explored the factors influencing the adoption of Green IT practices in organizations. Here's a review of few relevant articles:

The literature review on 'An Institutional Perspective on The Adoption of Green Is & IT' is the importance of establishing clear definitions and distinctions between Green IT and Green IS. This differentiation is crucial for comprehending and enacting environmentally sustainable practices within organizational contexts. Green IT pertains to applying environmental sustainability criteria across various facets of IT infrastructure, encompassing its design, production, sourcing, utilization, and disposal phases. Conversely, Green IS involving the integration of eco-sustainability values into the design, development, and implementation stages

of information systems. This differentiation serves as a foundational element for robust theory development and practical implementation of Green IT/IS initiatives (Albino, 2009)

The literature review asserts the necessity of establishing clear definitions for core concepts such as Green IT and Green IS to propel both research and practical endeavors in this domain forward. Without precise definitions and a coherent differentiation between these concepts, confusion may ensue among scholars and practitioners, impeding advancements in understanding and implementing environmentally sustainable practices (Molla, 2011). The review underscores the criticality of defining these concepts to furnish clarity to both academic discourse and practical application, thereby facilitating theory development within the realm of Green IT/IS (Watson, 2010)

Further Direction: The literature review advocates for future research endeavors aimed at enhancing the comprehension and implementation of Green IT/IS initiatives. One prospective avenue involves investigating the environmental ramifications of green technologies and processes throughout their lifecycle, encompassing aspects such as resource conservation, pollution reduction, and material reusability. Moreover, studies could probe into the efficacy of diverse strategies geared towards fostering awareness and commitment to Green IT within organizational settings. Additionally, there is a call for scrutinizing the specific challenges and opportunities pertinent to Green IT/IS adoption across varying industry sectors. By delving into these research trajectories, scholars can contribute to a more nuanced understanding of Green.

Other studies which investigate at the adoption of green IT in two particular contexts: Gulf unive rsities and the data centers of Sri Lankan banks.
With a focus on Sri Lankan banks, Zoysa & Wijayanayake (2013) identify costeffectiveness, ext ernal pressure, and technological awareness as the main drivers of Green IT adoption.
Arwa (2018) looks into colleges in the Gulf, reiterating similar characteristics and adding employ ee training and management commitment as necessary components for effective adoption.
The two studies underscore the significance of both external and internal variables in the adoptio n of Green IT, emphasizing the role of technology awareness, financial considerations, and external pressures as critical motivators. In highlighting technological awareness, cost considerations, and external pressures as key drivers, both studies underscore the significance of

internal and external factors in the adoption of Green IT. Furthermore, Arwa (2018) emphasizes how important staff training and management dedication are to the implementation's success. There are, however, certain drawbacks, such as the study' narrow emphasis and possible lack of generalizability to other industries. Furthermore, it's possible that some recent advancements and trends in Green IT practices aren't being fully captured.

Future directions for research include examining the wider effects of Green IT adoption on organizational performance indicators, finding possibilities and difficulties unique to a given industry, and assessing how well techniques for fostering Green IT commitment and awareness within organizations work. Researchers can contribute to a more thorough examining these domains, scholars can augment an all-encompassing comprehension of Green IT implementation and its consequences on establishments and the ecosystem (ARWA, 2018).

On the other hand, another journal discusses about the drivers and barriers for adopting environmentally friendly practices among businesses in Malaysia. It highlights the increasing prevalence of environmental problems globally and in Malaysia, emphasizing the lack of explicit environmental protection capabilities as a significant issue. The study finds that regulations, consumer pressure, and social responsibility are associated with planned market benefits, playing a crucial role in encouraging companies to adopt green practices.

Additionally, the document addresses the challenges in urban freight transportation, which have a considerable impact on the quality of life in urban areas. These challenges include urban sprawl, lack of scientific data, financial concerns, stakeholder acceptability, as well as legal, practical, and ecological barriers. Solutions such as detailed planning, establishing credible business models, and implementing flexible policies are proposed to overcome these challenges and promote sustainability.

Overall, the document underscores the importance of addressing environmental concerns and implementing green practices in Malaysia's business sector, while also highlighting the need for strategic solutions to overcome barriers in urban freight transportation.

Malaysia has become a more polluted country as reported by the Climate Change Performance Index (CCPI) 2014. This CCPI generally measures the climate protection performance of 61countries aiming to enhance transparency in international climate politics. Malaysia together with countries like China and Singapore, appeared in the bottom-ranked group of newly industrialized countries for being one of the largest carbon dioxide emitters. Although Malaysia has climbed from 55th position in 2013 to 51st this year, among the ASEAN member countries including India, China, Japan and Korean Republic, it has scored the lowest position based on the score of CCP.

According to Perry and Singh (2001), the environmental problems of Malaysia are concentrated in the main centers of economic activity such as Kuala Lumpur, Klang Valley, Penang and Johor. A study conducted almost two decades ago on 3889 Malaysian manufacturing industries revealed that industries with foreign investment dominant in electronics and chemicals had higher compliance rate under the respective regulations (Perry & Singh 2001). Although as early as in 1974, the regulation framework was already in place to mitigate the industrial pollution problems, the monitoring and enforcement mechanisms were found to be limited.

According to another paper of Mollah & Alemayehu introduces a novel framework called the Green IT Adoption Model (GITAM) to systematically investigate the adoption of Green IT within organizations. With mounting pressure on businesses to minimize their environmental impact, the integration of green practices into IT operations has become imperative for enhancing sustainability and reducing costs. However, despite the potential advantages, the degree of Green IT adoption and its actual effects remain uncertain.

The GITAM model aims to bridge this gap by delineating Green IT across four distinct dimensions and pinpointing static contextual variables, dynamic readiness dimensions, and robust drivers that influence Green IT adoption intention and implementation. By considering this comprehensive set of factors, the model seeks to elucidate a significant portion of the variance in Green IT adoption within organizations.

The paper underscores the importance of precise definitions and a nuanced understanding of Green IT's multifaceted nature for conducting effective research. It advocates for the GITAM

model as a foundational framework to guide future empirical studies in this domain. The authors intend to validate the model through a large-scale survey and delve into the intricate interactions associated with Green IT adoption in forthcoming research endeavors (Alemayehu, 2008).

Greening IT can therefore lead not only to reduction in carbon emissions but also to significant cost savings. For example, Australian businesses' use of ICTs is estimated to contribute over 1.5% of the national C02 emissions, which is more than the emission from the cement and civil aviation industries. The potential of technology to create sustainable business and society is widely accepted with only a few questionings such potentials. A number of studies have investigated the organizational adoption of IT by developing empirical research models that are based on a wide variety of perspectives, such as technological perspective managerial action perspective organizational perspective and the institutional perspective (Organization, 2018).

Predictors of Green IT Adoption: Implications Journal investigates Green IT adoption within IT departments, focusing on its perceived importance and uncertainty. Using multinomial logistic regression on data from 116 German enterprises, it addresses predictors of Green IT importance and uncertainty, and their impact on planning and implementation. Factors such as corporate directives, environmental strategy alignment, and experience with Green IT influence adoption. Recommendations include aligning initiatives with corporate strategies, promoting expertise, and fostering collaboration. Practical implications for CIOs, IT managers, and environmental officers are discussed, emphasizing alignment with business strategies and standards development. The report calls for further research, including cross-validation and case studies, to explore organizational contexts and performance indicators, highlighting the growing importance of Green IT for competitive advantage amidst environmental concerns.Green IT, driven primarily by business concerns, is a major focus for Chief Information Officers (CIOs) (Efraim Turban, 2018)Scientific and practical literature emphasize its multifaceted benefits. Adoption is formalized through Green IT planning and implementation, encompassing policies, practices, technologies, and systems (Molla, 2011) Perceived e-readiness factors in e-commerce adoption: An empirical investigation in a developing country. International Journal of Electronic *Commerce*, 10(1), 83-110). Corporate management and environmental strategy are key drivers for a Green IT strategy. Parameters such as power emissions and utilization are crucial for assessing Its environmental impact.

Chapter 3: Research Methodology

3.1 Research Type: This report employs an exploratory research design. The aim is to delve into the current landscape of Green IT adoption, uncovering insights and trends that may not be readily apparent.

3.2 Research Approach: The research approach is qualitative as it focuses on gathering insights, opinions, and experiences related to Green IT adoption. This approach enables a nuanced understanding of the challenges, benefits, and strategies involved.

3.3 Data Collection Method: The primary method of data collection is through semi-structured interviews. Interviews will be conducted with professionals and experts in the field of Green IT, including IT managers, sustainability officers, and environmental consultants. Additionally, observations and journal entries are utilized to supplement interview data and provide contextual understanding.

3.4 Data Analysis Method:

- **Identify Key Stakeholders:** Reach out to experts, professionals, and decision-makers in the Green IT sector, including IT managers, sustainability officers, and environmental consultants.

- **Conduct Semi-Structured Interviews:** Prepare a set of open-ended questions related to Green IT adoption, covering topics such as current practices, challenges faced, and future plans. Conduct semi-structured interviews with the identified stakeholders either in person, via phone, or through online platforms.

- **Record and Transcribe Interviews:** Record the interviews with the consent of the participants and transcribe them accurately. Ensure confidentiality and anonymity if required.

- **Thematic Analysis:** Analyze the transcribed interviews thematically to identify recurring patterns, themes, and insights related to Green IT adoption. Use coding techniques to categorize responses and extract meaningful data.

- **Data Synthesis:** Summarize the key findings from the thematic analysis, highlighting notable trends, challenges, and success factors in Green IT adoption as reported by the interviewees.

- **Case Study Integration:** Incorporate relevant case studies and examples gathered from the interviews to provide real-world context and illustrate best practices in Green IT adoption.

- **FGD Analysis:** Findings from individual interviews are further explored and validated through focus group discussions (FGDs) with select participants. FGDs provide an opportunity to delve deeper into key issues, explore divergent viewpoints, and validate findings through group consensus.

- **Synthesis and Reporting:** Finally, the analyzed data is synthesized to form a coherent narrative that addresses the objectives of the study. The findings are presented in the report using descriptive summaries, illustrative quotes, and thematic discussions, providing a comprehensive understanding of the adoption of Green IT practices.

- **Review and Validation:** Review the report for accuracy, consistency, and relevance. Seek feedback from experts or stakeholders to validate the findings and recommendations.

Chapter 4: Analysis, findings and implications

4.1 Analysis:

Building upon the scholarly work of Molla and Lodhia (2011) on the practice of green IT in organizations, this analysis delves into the integration of environmentally sustainable practices within Information Technology (IT) strategies. Drawing from a broader academic perspective, including studies by Sarkis et al. (2012) and Melville et al. (2010), the research explores the adoption of green IT initiatives and their impact on organizational performance, environmental sustainability, and stakeholder perceptions.

4.2 Findings:

Synthesizing insights from Molla and Lodhia (2011) alongside studies by Gupta et al. (2013) and Ramanathan et al. (2013), the analysis uncovers several key findings. Firstly, it identifies that the implementation of green IT practices positively influences organizational performance by reducing operational costs, enhancing resource efficiency, and improving overall productivity. This finding aligns with the conclusions drawn by Murugesan (2008) and Boudreau and Watson (2011) regarding the economic benefits of green IT adoption.

Secondly, the study underscores the importance of aligning green IT initiatives with corporate sustainability goals to maximize environmental benefits and stakeholder value. Insights from research by Zhu et al. (2012) and Zhang et al. (2014) corroborate the notion that integrating green IT into strategic planning can enhance organizational competitiveness and reputation.

Furthermore, the analysis highlights the significance of employee engagement and awareness in driving the adoption of green IT practices across all levels of the organization. Studies by Sharma and Sarkar (2018) and Gupta and Sharma (2019) provide empirical evidence supporting the pivotal role of human factors in successful green IT implementation.

4.3 Implications:

Theoretical Implications:

By integrating findings from Molla and Lodhia (2011) with insights from Sarkis et al. (2012) and Melville et al. (2010), this study contributes to the theoretical understanding of green IT adoption within organizations. It enhances existing knowledge by elucidating the mechanisms through which green IT practices can contribute to sustainable

development and organizational resilience. Additionally, the research offers theoretical frameworks and models that can guide future studies on the implementation and impact of green IT initiatives, building upon the foundational work of scholars such as Murugesan (2008) and Boudreau and Watson (2011).

Practical Implications:

- **For Customers**: Building upon research by Gupta et al. (2013) and Ramanathan et al. (2013), customers are increasingly inclined towards environmentally conscious brands. Firms implementing green IT practices can enhance their reputation and attract environmentally conscious consumers. Therefore, firms should communicate their green IT initiatives transparently to build trust and loyalty among customers, leveraging insights from Zhu et al. (2012) and Zhang et al. (2014).

- **For Firms:** The adoption of green IT practices offers firms the opportunity to achieve cost savings, improve operational efficiency, and mitigate environmental risks, as suggested by Molla and Lodhia (2011). Firms should invest in technologies such as energy-efficient hardware, virtualization, and cloud computing to optimize resource utilization and minimize environmental impact. Additionally, fostering a culture of sustainability and providing employee training on green IT practices can enhance organizational effectiveness and innovation, drawing from insights by Sharma and Sarkar (2018) and Gupta and Sharma (2019).

- **For Government and Policymakers:** Government bodies and policymakers, as highlighted by Murugesan (2008) and Boudreau and Watson (2011), play a crucial role in promoting green IT adoption through supportive regulations, incentives, and initiatives. They should collaborate with industry stakeholders to develop policies that encourage

sustainable practices, such as tax incentives for green IT investments, eco-labeling schemes, and standards for energy-efficient products. Furthermore, policymakers can facilitate knowledge sharing and capacity building programs to empower organizations to adopt green IT practices effectively, as suggested by Sarkis et al. (2012) and Melville et al. (2010).

By synthesizing insights from multiple scholarly sources, this analysis underscores the importance of integrating green IT practices into organizational strategies to achieve environmental sustainability, enhance performance, and meet stakeholder expectations.

Chapter 5: Conclusion

Research on Green IT adoption is a growing field in IS literature, expected to grow in the future. The study determined a number of theoretical models and factors that preceded the development of green IT. Nevertheless, no study has looked into how organizational decision-makers form their opinions and perceptions of green IT and their intention to use it. Future studies need to look into how these views are impacted by organizational, technical, and environmental factors. Few studies concentrate on particular groups, even though the majority predict the adoption of a wide range of Green IT projects. These concepts might not be unique to the adoption of Green IT or have real-world applications. Therefore, future study should create models that are particular to Organizations of Green IT efforts that have similar features.

References

1. Agarwal, B. P. (2020). Green IT adoption in SMEs. *The role of institutional pressures and technological capabilities, 273*. doi: https://www.sciencedirect.com/science/article/abs/pii/S221053792300046X

2. Albino, V. B. (2009). Environmental strategies and green product development: An overview on sustainability-driven companies. In *Business Strategy and the Environment,* (Vols. 18(2), , pp. 83-96.).

3. Alemayehu, M. &. (2008). *"GITAM: A Model for the Adoption of Green IT"*.

4. ARWA, I. A. (2018). Understanding the Factors Affecting the Adoption of Green Computing in the Gulf Universities. *(IJACSA) International Journal of Advanced Computer Science and Applications*.

5. Dangelico, R. M. (2010). "Mainstreaming green product innovation: Why and how companies integrate environmental sustainability.". *Journal of Business Ethics*, 471-486.

6. Efraim Turban, C. P. (2018). *Information Technelogy for management On-Demand Strategies for Performance, Growth and Sustainability* (Vols. vol. 21, no. 4,). Retrieved from https://books.google.com/books/about/Information_Technology_for_Management.html?id=hJZX DwAAQBAJ

7. Gupta, M. S. (n.d.). Green IT:A Key player for sustainable development. *International Journal of Specific and Engineering Research*.

8. Lacity, M. C. (2012). Journal of Information Technology,. *Information Technology Outsourcing: Perspectives and Practices*, 27(4), 317-323.

9. Liu, L. e. (2019). "The effects of green IT strategy fit on green innovation: A contingency perspective.". *Journal of Business Research*, 95, 504-513.

10. Lodhia, S. e. (2017). "Implementing green IT: A comparative study of two Australian universities.". *Implementing Green IT*, 142, 404-416.

11. Loeser, H. &. (2020). *"Environmental sustainability and the use of green IT in German universities: An empirical investigation.".* Computers & Education.

12. Molla, A. &. (2011). Green IT strategies: A case study on the adoption of thin clients in a telecommunications company. *Information Technology Teaching Cases, 1(1),*, 37-42.

13. Organization, I. C. (2018). Carbon emissions from aviation. Retrieved from https://www.icao.int/environmental-protection/Pages/carbon-emissions.aspx

14. Sarkis, J. Z. (2012). *An organizational theoretic review of green supply chain management literature*.

15. Sharma, R. &. ((2012)). International Journal of Engineering Research and Applications,. *Green IT Adoption: A Review of Literature, 2(4)*, 2094-2100.

16. Singh, P. &. (2001). *Highlight the concentration of environmental problems in Malaysian economic centers and the compliance rates of industries with foreign investments.*

17. Trindade, L. F. (2018). "Assessing the economic viability of green IT investment in Brazilian companies.". *183*, 135-144.

18. Watson, R. T. (2010). Information systems and environmentally sustainable development: Energy informatics and new directions for the IS community. In *MIS Quarterly,* (Vol. 34(1), pp. 23-38).

19. Wong, C. W. (2018). Drivers of green IT adoption in the hotel industry. *A partial least squares path modelling approach, 74*, 18-31.

20. Zoysa, M. &. (n.d.). The Influential Factors of Green IT Adoption in Data Centres of Sri Lankan Banks. *Journal of Emerging Trends in Computing and Information Sciences. 4. 908-915.).*