**Objectives**

* **Investigate Key Drivers and Barriers:**
  + Identify factors motivating or hindering Green IT adoption.
  + Explore internal drivers (cost savings, culture) and external drivers (regulations, customer demand).
  + Examine barriers like upfront costs, lack of awareness, and technical challenges.
* **Analyze Impact on Sustainability and Performance:**
  + Assess environmental benefits of Green IT (reduced energy consumption, e-waste, emissions).
  + Examine how Green IT affects organizational performance (efficiency, cost reduction, brand reputation).