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ANALYSIS OF FACTORS MOTIVATING SRI LANKAN ORGANIZATIONS TOWARDS GREEN IT- A SURVEY AMONG GREEN AWARDED ORGANIZATIONS

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JAYATHILAKE M.T.D.A

(129059D)

MASTER OF BUSINESS ADMINISTRATION

IN

INFORMATION TECHNOLOGY

Department of Computer Science and Engineering

University of Moratuwa

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JAYATHILAKE M.T.D.A

(129059D)

The Dissertation submitted in partial fulfillment of the requirements

For the degree

Master of Business Administration in Information Technology

Department of Computer Science & Engineering

University of Moratuwa

Sri Lanka

December 2012

DECLARATION

"I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or Institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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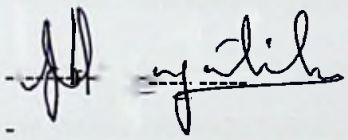

10/3/2014

Jayathilake M.T.D.A Date:

MBA/IT/129059D

The above candidate has carried out research for the Master's Thesis Dissertation under my supervision.

UOM Verified Signature

13/ 2014

Dr. M.S.D Fernando (supervisor) Date

Senior Lecturer in Computer Science & Engineering,

University of Moratuwa

ABSTRACT

Green concepts have been now identified as the right element to connect both corporate innovation and environmental integration. It is encouraging to identify that few Sri Lankan organizations have initiated green concepts including green IT practices. There are internal as well as external factors which motivate organizations towards 'Greening'. This dissertation identifies motivation factors for implementing green IT among forty five Sri Lankan 'Green awarded' organizations. This data can be utilized in setting green targets of the country and for the benefit of organizations who are planning to 'Go green' in future facing minimal barriers with maximum productivity.

Green awarded organizations with clear vision and mission are more focused and are more successful in retaining green concepts and green processes. In addition defining a vision & mission will help an organizational management to educate their employees and motivate them towards participating in greening their IT processes.

The results show that cost reduction and the efficiency of powering ICT infrastructure are the main motivation factors for energy efficiency and virtualization consolidation related initiatives, while asset disposal initiatives are mainly driven by organizations' sustainability strategy and corporate social responsibility. Further, market incentives are identified as the main motivational factor for travel reduction practices. However, government energy efficiency regulations, greenhouse gas regulations, regulations on discarding e-waste, and the encouragement from industry associations show very low impact on motivating organizations towards achieving green IT.

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List of Abbreviations

Abbreviation	Description
AIIA	Australian Information Industry Association
ACS	Australian Computer Society
CEA	Central Environmental Authority
CIO	Chief Information Officer
CSR	Corporate Social Responsibility
CRT	Cathode Ray Tube
EPP	Environmentally Preferable Purchasing Program
ICT	Information and Communication Technology
IT	Information Technology
LCD	Liquid-crystal display
ME&NR	Ministry of Environment and Natural Resources
OUCS	Oxford University Computing Services
PACIS	Pacific conference of information systems
PC	Personal Computers
UNEP	United Nations Environment Program
VOIP	Voice over Internet Protocol
VPN	Virtual Private Network