

## Adoption of Green Information Technology in Sri Lankan Banks

M I Fernando<sup>1</sup>, W M J I Wijayanayake<sup>2</sup>

It is important for organizations to operate within a certain level of equilibrium where both financial and environmental performance of a business are achieved while remaining competitive. The notion of Green Information Technology is gaining considerable attention and emphasis due to its impact on cost effectiveness of business undertakings and environmental sustainability. The IT sector has taken this initiative quite early and has been working towards a sustainable development model which was later termed as the “Green Information Technology”. Today, Green IT has evolved to become one of the major IT initiatives that focus towards ecological sustainability. The “Green IT Readiness” has sprung up as a framework as a result of this initiative to guide organization to achieve their Green objectives.

The objective of this research was to study the factors that could be used to promote Green IT adoption in Sri Lankan banking sector. After critically reviewing related literature, four effective factors were identified to promote Green IT adoption, which are Awareness, Stakeholder Pressure, Administration and Technology adoption. A conceptual framework was developed using above factors and a questionnaire was developed to collect data. Employees of IT Divisions of Lanka Clear and three banks were selected for data collection. Online survey was carried out among employees of selected organizations through e-mails to validate the proposed conceptual framework.

The data analysis concluded that Administration ( $r=0.677$ ) and Technology adoption ( $r=0.673$ ) have a Strong Positive Relationship while Awareness and Stakeholder Pressure ( $r=0.557$ ) are having a Positive Moderate Relationship with Green IT adoption. Administration had the highest and Stakeholder Pressure had the lowest correlation values with Green IT adoption.

*Key words: Green IT, Technology Adoption, Green IT Readiness*

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<sup>1</sup> Lanka Clear Pvt. Ltd, Colombo, Sri Lanka. Indika03@gmail.com

<sup>2</sup> Department of Industrial Management, University of Kelaniya, Sri Lanka.

janaka@kln.ac.lk