GREEN MANAGEMENT PRACTICE

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ABSTRACT

The main objective of this study is to analyze the factors that determine the adoption of green management practices. The study includes documentation, equipment care and personal practices. Based on this a questionnaire was developed and distributed to 100 respondents. The result showed that the business concern had to some extent practiced green management through documentation and equipment care. But the respondents' tendency to adopt green practices in their personal life was not upto the mark. Awareness level should be enhanced in order to create a greener environment.

Keywords: Green management, documentation and equipment care

INTRODUCTION

There are endless ways to create a greener workplace from using recycled products to installing doubled-paned windows for better insulation. The best way to start is by taking small steps.

1. **Green up your commute.** The best-case scenario is to telecommute by working from home. Today's technology--e.g., video conferencing, instant messaging and online seminars--has made this a reality. However, if your office can't be home based and walking or biking is not an option, consider carpooling with two to three other like-minded people or using public transportation.
2. **Go digital.** The greenest paper is no paper, and one of the most effective ways to be more eco-friendly in your office is to reduce paper waste. Switch from a fax machine to a fax modem to send and receive paperless documents. Use electronic forms whenever possible, and e-mail letters and documents to be read online rather than printed out.
3. **Read the green print.** When printing is unavoidable, use the draft mode on your printer and make double-sided printing your default. The same rules apply to your copier as well. You should also use 100 percent post-consumer recycled paper.
4. **Green your PC.** Start by putting computers on "standby" or in "hibernation" mode when they haven't been accessed for more than 10 minutes; turn them completely off

when you're finished working for the day. When it's time to replace older desktop computers, switch to a laptop for more efficiency.

5. **Can you see the light?** Daylight is the best natural resource. However, natural lighting is not always adequate, and energy-efficient light bulbs such as compact fluorescent bulbs or LEDs should replace incandescent lighting for cost and energy savings. Just be sure to turn off the lights when leaving the room.
6. **Get real.** Plants that is. A silk tree may be easier to take care of, but a real one adds natural beauty to your surroundings while improving the quality of indoor air. This can be especially important if you work in a newer building that is tightly sealed to conserve energy. Older buildings and homes may also feature materials that produce harmful pollutants from synthetic carpeting and fabrics, plastic coated wallpaper or laminated countertops. One of the best natural defences against these contaminants is to make liberal use of live houseplants.
7. **Take a break.** Provide washable china and utensils in your lunchroom, or encourage staffers to bring their own. This would also be an excellent time to get some coffee mugs with your company logo on them for visitors and employees to use.
8. **Perk up.** In organic coffee, the shade-grown beans helps to protect biodiversity of the fragile ecosystems in the countries that grow it, while the reusable filters cut down on waste.
9. **Use green marketing tools.** Promote your eco-friendly habits in your marketing materials, both internally and externally.
10. **Don't just think green; wear it.** Another change you can personally make is to have a green wardrobe. Purchase clothing with organic fibers such as cotton, silk, wool or hemp, or fabric made from recycled materials (Charlene Davis , 2008).

METHODOLOGY

Based on random sampling technique about 100 respondents were selected from Coimbatore City. Only those who had three years or more of experience in private sector were selected. The responses were elicited through a detailed interview schedule personally administered. The required data were collected through personal interview method. Using the limited category response method, the respondents were asked to mark their perception on a five point scale and factor analysis was used.

FINDINGS

Out of the 100 respondents, 59% were men and 41 % were women. About 78% of the respondents belonged to the age group less than 26 years but the number of respondents in the age group of above 31 years was only 2%. About87% of the respondents had completed their UG degree and 13% were PG degree holders. About 93% of the respondents had 3 to 4 years of experience in the same concern. Around 49 % of the respondents earned less than Rs. 15,000 per month, but 36 % of the respondents earned Rs. 15,000 to Rs. 20,000, only 15% of the respondents earned an amount of above Rs.20,000 per month.

Table 1. Selected demographic characteristics

Sl. No	Variables	Percentage
I	**Sex**	
	Male	59
	Female	41
II	**Age(in years)**	
	Less than 26	78
	26-31	20
	Above 31	2
IV	**Education**	
	UG	87
	PG	13
V	**Years of experience**	
	3-4	93
	4-5	7
V	**Salary (in Rs.)**	
	Below 15,000	49
	15,000-20,000	36
	Above 20,000	15

Source: Calculations based on primary data

To have an insight into the responses collected, factor analysis was used. It was used to remove the redundant variables from the survey data and to reduce the number of variables into definite number of dimensions. The application was done using SPSS 11.5. The factor analysis was performed using the principal component extraction method with varimax rotation. The reliability scores of all the dimensions were found to exceed the threshold; all measures demonstrated good levels of reliability (greater than 0.80). The Kaiser-Meyar-Olkin(KMO) was 0.866 and significant Barlett's test of sphericity (3110.297) supported the use of factor analysis in order to extract independent variable associated with the dimensions of retention. The degrees of variance were meritorious, which reflects that the factor extracted will account for good amount of variance. Factor one explains 50.055% of total variance where as subsequent factor explained only small amount of variation (factor 2-15.4% and factor 3-9.143%). In the initial application, the number of variables was reduced from 22 to19. In the second application, these 19 variables were classified under three dimensions based on their factor-loading score. The sorted rotated values of factor loading with minimum value of 0.6 or more were considered. Based on the results of factor analysis, the variables were classified into three dimensions –documentation practices, equipment care and personal practices. The dimensions and the corresponding variables are shown below in Table -2.

Table 2. Sorted Rotated Factor Loadings

Sl. No	Items	F1	F2	F3
I	**DOCUMENTATION PRACTICES**			
	1. Digital storage	0.919		
	2. Documents in electronic form	0.886		
	3. Storing information in computer	0.861		
	4. Email	0.860		
	5. Print back to back	0.802		
	6. Using recycled paper	0.801		
	7. Create notepads from used paper	0.782		
	8. Reuse envelopes, wrapping paper	0.752		
	9. Add a green tag to emails	0.600		
II	**EQUIPMENT CARE**			
	10. Turn off equipments and lights.		0.753	
	11. Use of recycled toner		0.745	
	12. Use of rechargeable batteries		0.717	
	13. Use of machines which are environmental friendly		0.693	
			0.676	
	14.Use of energy star rated light bulbs		0.655	
	15. Installing timers or motion sensors		0.636	
III	**PERSONAL PRACTICES**			
	16. Use of organic fibres -cotton,silk			0.845
	17.Use of cloth napkins instead of tissue paper			0.831
	18.Use of mug/dishware for coffee			0.804
	19. Avoid clothing that requires dry cleaning			
IV	**PERCENTAGE OF VARIANCE**	50.055	15.4	9.143
V	**CRONBACH ALPHA**	0.948	0.885	0.893

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Based on the results of factor analysis the variables were classified into three dimensions. The dimensions and the corresponding variables are 'documentation practices -variables 1-9', 'equipment care - variables 10-15'and 'personal practices 16-19'. Generally, factor loading represents how much a factor explains a variable. High loading indicates that the factor strongly influences the variable. Assuming a factor loading of more than 0.80 as having high impact on the variables, it is concluded from the above Table 2 that some variables which are less than 0.80 need attention for better use of products for bringing about a sustainable development.

Correlation analysis

In order to find out the relationship between the independent variables and the dependent variable, correlations were found. Documentation practices (.596) and equipment care (.388) had significant correlations with the dependent variable that is adopting green practices. The dependent variable is the adoption of green practices and all the independent variables are

positively correlated and statistically significant. The only variable which does not have a significant correlation is personal practices (.394) but it is positively correlated.

Regression analysis

To find the relationship between the extent of adoption of green practices and the identified dimensions, regression analysis was used. The three dimensions were treated as independent variables for the regression equation. These are: 'documentation practices' (*X*1), 'equipment care' (*X*2) and 'personal practices' (*X*3) and the dependent variable used in the regression analysis is the adoption of green practices.

Table 3. Regression Co-efficients

Independent variable	Co-efficient	Standard error	t	Significance
Constant	6.186	.347	21.980	0.000
Documentation practices(*X*1)	.226	.029	8.910	0.000
Equipment care(*X*2)	.183	.053	5.013	0.000
Personal practices*(*X*3)	.009	.037	0.195	0.781

R2 = 48%; R2 (adj.) = 46%.

*Statistically not significant.

It is observed from Table 3 that the relationship between the extent of adoption of green practices (*Y*) and dimensions like documentation practices and equipment care are statistically significant at 99% confidence level ($p < 0.05$). Also, the adjusted *R*2 value is 0.46, which indicates that the relationship is statistically significant. So 48% of the variance is due to the above dimensions. However, personal practice is not statistically significant. It is obvious that the respondents' tendency to adopt green practices in their personal life was not up to the mark.

CONCLUSION

Business concern should adapt to green management practices to conserve environment. Each and every concern should identify those areas which have a direct impact on the environment and monitor for the improvement of green management. The business concern should highlight the importance of green management to the staff and get the concern certified for environmental standards. The business concern had to some extent practiced green management through documentation and equipment care. But the respondents' tendency to adopt green practices in their personal life was not upto the mark. Inorder to create a greener environment, awareness level should be enhanced regarding the eco-friendly habits and products.

REFERENCE

1. Charlene Davis , 2008, Going Green in the Workplace, http://www.entrepreneur.com/management/article191852.html.