

Factors Influencing Green IT Adoption in Sri Lanka

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Abstract

In recent decades, environmental sustainability had become a hot topic being discussed by academicians and practitioners. The increase of environmental problems such as pollution, global warming, scarcity of foods, depletion of natural resources and solid waste had drawn attention from governments sector, communities as well as business organizations. Hence, going green is the latest approach that emphasized. Green Information Technology (IT) is part of the effort by business organizations to be green. This study aims to investigate factors influencing green IT adoption by Audit & IT firms in Sri Lanka. As well as an understanding of the determinant factors is essential for practitioners to best implement green practices. In attaining the study objectives, using random sampling method a quantitative approach was used by distributing survey questionnaire to randomly 100 sampled Audit & IT firms in Sri Lanka. The findings from this study serve as guideline for top management to understand factors that motivate organizations to invest in green IT. This study is also useful for researchers to further investigate on other drivers, values and antecedents of green IT.

Keywords: *Global Warming, Green IT, Adoption, Sustainability*