Green Business

by Febrine -

(GREEN) ORGANIZATIONAL CULTURE – DIGITAL TRANSFORMATION- GREEN BUSINESS STRATEGY- ~~MANAGE REDUNDANCY~~

Going green is still an untested field with few guarantees, particularly for businesses. Green business practices are still a long way from being universally embraced and implemented by business entities worldwide, but every company must implement a green business strategy. Every company bears responsibility in the emerging green economy, according to the conventional wisdom of green ventures derived from the study of large (Ambec & Lanoie, 2008). The benefits of going green tend to emphasize cost-efficiency, innovation offsets, attendant revenue growth through product differentiation, increased transparency, reduced organizational inertia, better risk management, and improved relationships with external stakeholders (Walke et al., 2012), increased competitiveness and performance in economic, operational, and environmental aspects (Chandra et al., 2021).

According to recent reports, 17 large corporations have become "going green" pioneers (Cole, 2023), but other corporate entities have yet to simulate the initiatives launched by 17 large corporations. It could happen for a variety of reasons. Čekanavičius et al., (2014) explored the challenges of implementing a green strategy. He said there are discernible differences in the degree to which "green" ideas have penetrated the business world in various countries. There were additional burdens in terms of cost increase or revenue loss. The other reason is related to the specifics of each nation in terms of cultural differences. However, the emergence of statements about how difficult it is to change the organizational culture has been argued in some research (e.g., Denning, 2021; Rick, 2015). The organization's leading cause is the "people mindset" (Minahan et al., 2021). It is difficult to change one's mindset (Cremer, 2017). Even if there are changes, they are minimal, consisting of integrating environmental responsibility into established cultural certainties at best (Crane, 2000). Regardless of the reliability of such statements, challenging evidence for such cultural change is lacking. Many studies indicate that organizations such as Apple, Paypal, HP Ink, PVH Corp., and others have begun to focus more on environmental issues (Bonta & Thornton, 2022). but not green strategy implementation.

It is critical to focus on positive changes in organizational culture (Aggarwal & Agarwala, 2021) and agility for the company's digital transformation to implement the green strategy (Zhang et al., 2022). Green strategy acceleration needs the support of digital transformation. According to Zhang et al. (2022). a company's digital transformation has a more significant impact on green innovation in regions with industries with less competition and larger companies. They provide theoretical evidence and practical insights to advance enterprise digital transformation and green development systems ((Zhang et al., 2022).

Failure to implement a green strategy will have severe consequences for the company. What impact will this have on the company's ability to remain viable? "The most visible consequences are poor working conditions and rising levels of air pollution" (World Economic Forum, 2022). The inhalation of pollutants and small particulate matter that travel deep into the lungs is the primary contributor to the significant adverse effects of outdoor air pollution on human health.

According to the World Health Organization (WHO), air pollution causes nearly 4.2 million premature deaths yearly (World Economic Forum, 2020).

It takes a decisive role in changing organizational culture and the role of digital transformation so that a company can implement a green strategy. Changing a company's culture necessitates a movement rather than a requirement (Walker & Soule, 2017). This research is vital because it focuses on four essential points. First, to investigate the most potent factors of organizational culture that influence green business strategy. Second, investigate the most potent factor of organizational culture influencing digital transformation. Third, to investigate the most influential factors of organizational culture that influence green business strategy. Forth, to investigate the effect of organizational culture on the green business strategy through digital transformation.

Literature Review

Organizational Culture

Organizational culture is vital to the success of the company's environmental management approaches and the fulfillment of business strategy. Black et al., (1999) defined organizational culture as a set of shared beliefs about what is important and how things work that results in performance norms and expectations. According to Schein, (1985) organizational culture is a set of basic assumptions developed, revealed, or evolved by a specific community as it understands to deal with its issues of external adaptation and internal integration that has proven valuable enough to be taught to new members as the correct way to perceive, think, and feel concerning those problems.

A positive organizational culture is expected to emerge in the company. A positive workplace culture develops employee strengths, rewarding rather than punishing, bringing an emphasis on energy and growth, and positive culture's limits (Robbins, 2018). Developing employee strengths exemplifies that the organization truly recognizes its strength in its employees. To achieve company objectives, leaders should always perform to their strengths (potential deployment, person-organization fit, managerial responsiveness, quick integration, and delight) (Bhatnagar, 2020). Rewarding more than punishing entails focusing on extrinsic rewards, such as pay and promotions, and intrinsic rewards, such as appreciation (Kumari et al., 2021). Bringing an emphasis on energy and growth, it focuses on how the organization could really make the employee more productive and professional (Chen & Chen, 2021). Positive culture's limits imply that the company should treat employees objectively and not compel them to work beyond the point of effectiveness (Isa et al., 2016)

Digital Transformation

In today's business, Industry 4.0 is driven by digital transformation in value chains and company product/service offerings, resulting in radical changes in organizational business processes. Digital transformation creates a difference in a business manner and value proposition. According to Altimeter, (2014) digital transformation is the rebalancing of or new investment in technology and business designs to increase digital customer engagement at every point of interaction in the customer experience lifecycle. The transformation and reinvention of a company's resources, priorities, and processes to be fit for purpose in a digitally empowered world is also an example of digital transformation (Christensen & Kaufman, 2006).

Digital transformation needs an agile company. (Perkin & Abraham, 2017)) state that organizational agility in digital transformation necessitates three core aspects to respond to sweeping change: velocity, focus, and flexibility. Velocity means quick ideas, verification, and commercialization reached through widespread and expert adoption and application of digital-native processes such as design thinking, agile, lean, continuous experimentation, a culture that encourages constant testing and learning, and specific consumer ability to innovate. Focus: able to generate overall organizational dynamism through an empowering, agile, and dynamic strategic approach with the role-assigned links associated with a curious, outward-looking viewpoint and a coherent direction and purpose. Flexibility: fostering a culture of autonomy, mastery, and drive through agile structures and trim, multi-disciplinary teams, increased agility in choice and democratic accountability, productive and collaborative surroundings, and an enabling and interacting culture of autonomy, mastery, and purpose.

Green Business Strategy

Green business strategy arose at the end of the twentieth century in response to growing community outrage about sustainable practices of economic growth. Organization use green business strategies to gain competitive advantage on the warming planet. Green organizations are becoming productive by using green business strategies.

Green business strategy refers to the practice of incorporating environmental concerns into business strategy throughout sub-business operations including industrial production, supply - chain management, financial services, human resource management, and global marketing (Banerjee, 2002).

Planning a long-term strategy for greening your business needs to be a thorough and careful process. First start by planning a green strategy, getting everyone on board, reducing energy use and minimizing waste (Zee, 2008). Planning a green strategy means coming up with a green strategy for your business involves a radical rethink of how you work. Start planning in a cyclical way. Don't just launch a green strategy and then rest on your laurels – continually refresh your thinking. Think of the whole process as a cycle of improvement. Getting everyone on board: It is crucial to engage your staff right from the beginning, and to reassure them that implementing a green business strategy will be a positive experience. Let them know that you welcome their input. We all want to feel as if we are "doing our bit" for the environment, and surveys have shown that employees working for businesses that are

making serious efforts to minimize their environmental impact find their jobs more fulfilling as a consequence.

Reducing energy use: saving energy in your office You can start saving energy in the office even before the auditors arrive. Take a walk around your office space looking for places in which you are wasting energy, or opportunities for changing equipment or practices to make energy savings.

minimizing waste: Cutting your waste starts with reduction, which simply means either not using something, or using less of it. It is easier than it seems, but the idea needs to be factored in from the beginning of any process, and continually referred back to throughout.

Hypothesis Development

Organizational Culture and Digital Transformation

Both scholars and experts have paid close attention in recent years to the relationship of organizational culture to leadership style, employee performance, job satisfaction (Misran & Iqbal, 2023), communication, and work conflict (Rinata et al., 2022), However, there needs to be more research into the relationship of organizational culture to digital transformation. The following are some of these studies. According to Pradana et al., (2022), organizational culture can be essential in improving digital strategy and performance. Technology is critical to one's ability to develop and remain competitive. Whatever industry must be able to transform organizations is critical for fully utilizing digital tools and data. From digital transformation research, there is little evidence that organizational culture contributes to the digital transformation process in SMEs (Leso et al., 2022) IT management culture (Sieber et al., 2022), and people-oriented, innovative, customer-centric, and agile systems (Trushkina et al., 2020).

Furthermore, Lan, (2021) emphasizes the importance of the digital transformation process through characteristics of digital culture that match the digital transformation process. The best approach is to foster an appropriate digital culture, which must be integral to running a successful business or organization (Imran et al., 2021). Establishing a digital culture that assists organizational members in overcoming limiting mindsets and encouraging new behaviors is critical. (Adhiarso et al., 2019) discovered that digitalization influences behavioral media change, with implications for social change, culture, the economy, and politics.

Because there has been little research on the relationship between organizational culture and digital business and to demonstrate that digital transformation is necessary for companies to adopt new behaviors, the first hypothesis of this study is:

H1: Organisational culture has a positive effect on digital transformation

Digital Transformation and Green Business Strategy

Digital transformation has an impact on many industries. It enables new business models, improved designs, and innovation practices and shapes how organizations create value on the Internet. As a result, Abedin & Qahri-Saremi, (2018) identified developing an agile business strategy as one of the most critical indicators of digital transformation.

Most existing digital transformation research focuses on competitive advantage, creativity, and business innovation models that positively impact (Adisaksana, 2020). Other research looks at the advantages of digital transformation and the implementation proposition (Frendiana & Soediantono, 2022) concerning business models (Schallmo et al., 2017). None of these studies addressed green business strategies. Although research has yet to be conducted on digital transformation with green business strategy, the theory states that digital transformation requires an agile business strategy to succeed. Perkin & Abraham, (2017) state that true agility requires an organizational approach that maintains a proper balance between what is fixed and deliberate and what is more flexible or emergent.

Since the global rise in environmental awareness among countries, green marketing has become a critical business strategy (Aggarwal & Agarwala, 2021) Because too many resources have been depleted due to pollution, every company must adopt the current green business strategy. Green business strategy akan meningkatkan kinerja perusahaan dan disaat bersamaan meminimalisasi polusi (Duren & Yilmaz, 2010). Therefore, it is a challenge for the researcher to find the relationship between digital transformation and green business strategy:

H2: Organisational culture has a positive effect on digital transformation

Organizational Culture and Green Business Strategy

No research explicitly discusses organizational culture and green business strategy, but some theories state the relationship between the two variables. According to an approach derived from a study conducted by Perkin & Abraham, (2017) one of the factors impeding business agility is organizational culture related to behavior that resists change and a rigid structure. This kind of culture must be changed. To work more intelligently and faster. Green business strategy is an essential strategy that must be implemented as soon as possible because the environmental situation is critical.

Consumers today expect businesses to be accountable for their actions, examine how they operate and measure their environmental impact, and implement strategies to reduce it ((Zee, 2008). Green business strategy is multifaceted; when a company wants to adopt a green mindset, numerous practices can be implemented. According to Allevato, (2020) developing an organizational culture requires a growth mindset of independent thinking, and cultural change is a continuously evolving process that is change ready and adaptive. The organizational mindset has a broader scope than the individual mindset. (Canning et al., 2020) concluded from their findings that developing an organizational mindset is critical because it shapes organizational culture.

This research is interested in analyzing the extent to which organizational culture and green strategy business are related. Previous research has not looked for a relationship between the two variables; therefore, this research is interested in analyzing the extent to which the relationship exists between the two variables:

H3: Organisational culture has a positive effect on green business strategy

Mediating Role of Digital Transformation

Many research identifies digital transformation as a moderating variable. According to (Shoaib, (2022) digital transformation moderates the relationship between organizational culture and work happiness. The role of digital transformation as a moderator in the link between corporate engagement and firm innovation (Tuyen et al., 2023). According to (Bawono et al., 2022), digital transformation is a medium for ambidextrous corporate leadership performance. According to (Onn et al., 2022) digital transformation is related to managerial proactiveness and company resilience.

No study identifies organizational culture and green business strategy as variables in between the research results that place digital transformation as a mediating variable. This study will investigate how digital transformation influences mediating organizational culture and green business strategy variables:

H4: Digital transformation Mediates the relationship between organisational culture and green business strategy

Methods

Sample and data collection

Data dikumpulkan melalui online survey via google form kepada

The data was collected through survey via emails, online surveys and printed questionnaires through convenience sampling from individuals working in the telecommunication sector. The participants were informed about the objective of this study and the assurance of confidential- ity and anonymity of their responses. Respondents were assured that their information will not be assessed by any individuals except those who are authorized. After removing the duplicates, outliers and responses with missing data, we obtained 308 valid responses for further data analysis Table 1 depicts the demographic character- istics of the respondents.
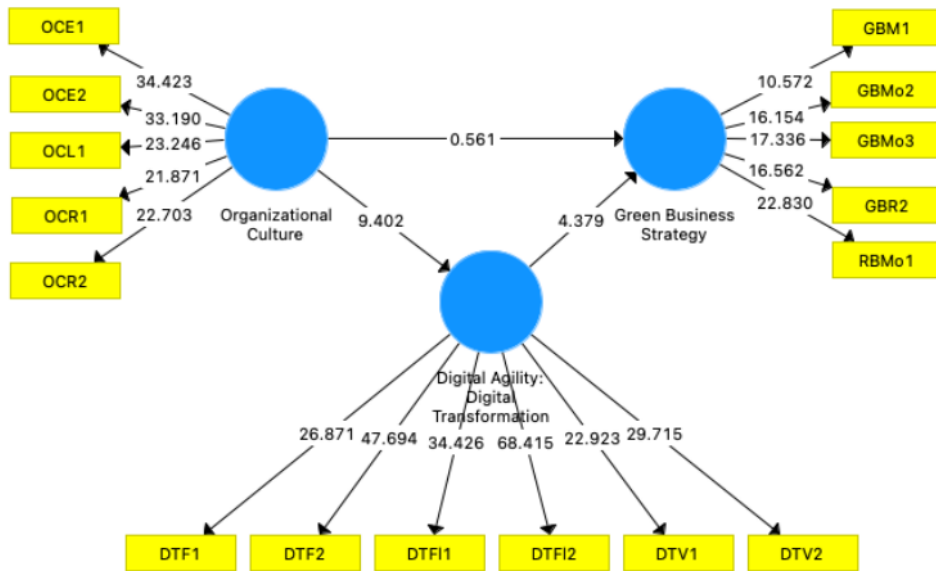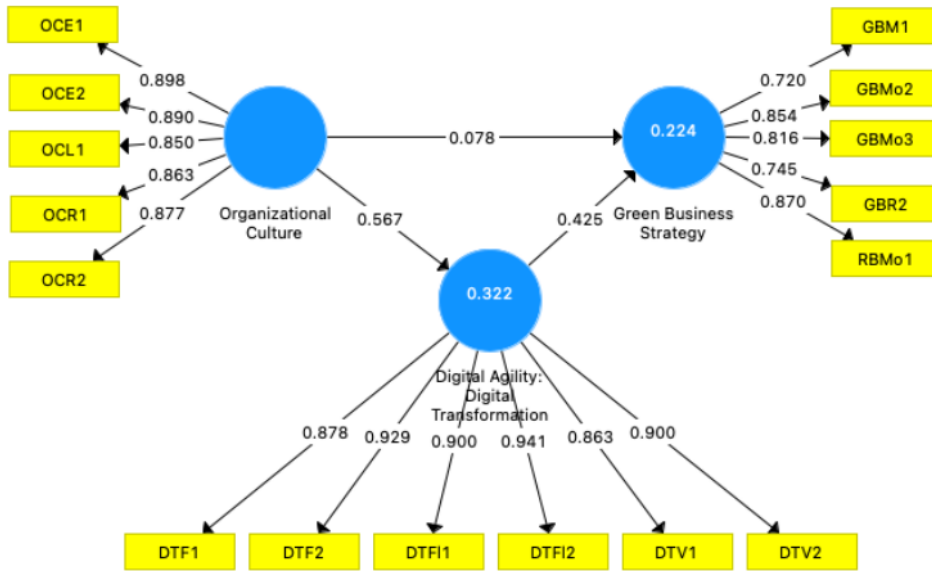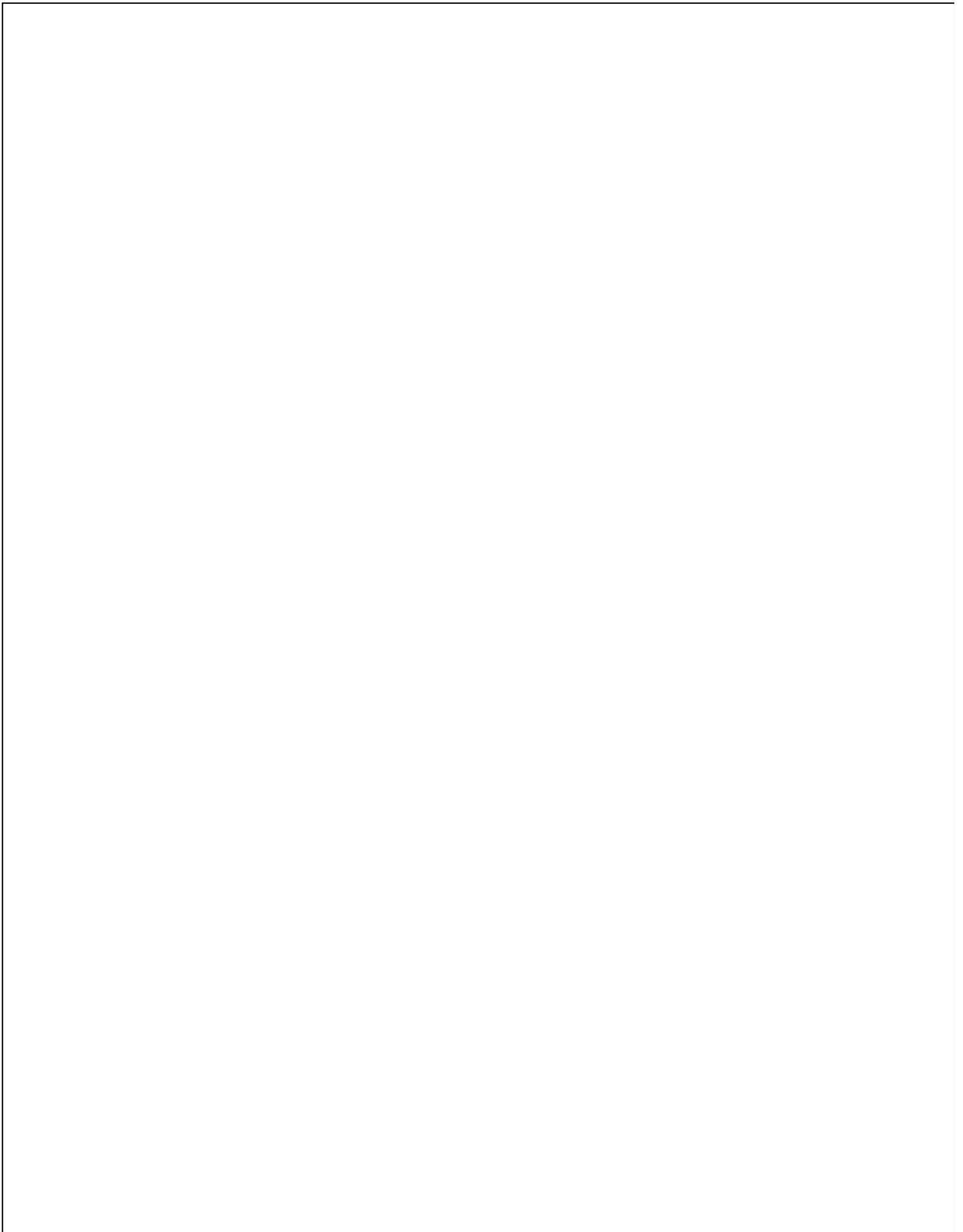
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Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.

Sp. This word is misspelled. Use a dictionary or spellchecker when you proofread your work.

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Article Error You may need to use an article before this word.

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P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

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