



Interrelationship of Sustainable Corporate Management & Information Technology (IT): A Real Study

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Abstract: Corporate Management Sustainability is not optional but a business imperative. In the present scenario corporate adhered to the sustainable approach to business and has helped clients conduct their business in a sustainable manner. Information technology (IT) has permeated the sustainability in the business environment so much, it's unthinkable for corporate management to craft sound strategies without factoring IT into the equation. All businesses, from smaller players to stalwart multinational companies, rely on solid IT processes to ease their route to operating efficiency and effectiveness. Also many non-profitable agencies (government and charities) also use technology as a fundamental element in how they operate. In this research paper we focus on role of information technology in corporate management sustainability.

Keywords: Business, Corporate, Information Technology, Management, Sustainability

I. INTRODUCTION

The use of Information Technology (IT) as a competitive and sustainable business weapon has become a popular cliché in the present scenario. Senior executives, strategic planners, and information systems managers are increasingly turning their attention to opportunities for achieving competitive advantage through information technology. Corporate strategy the ultimate blueprint for long-term profitability helps a company identify clear market trends and act on them. The goal is to understand the competitive landscape in which the business is evolving and anticipate potential demand for its existing, as well as future, products and services. A strategy is a commercial outline aimed at reaching specified goals. By charting an effective strategy, a company eases the doubts of investors about future profitability, and puts numbers and deadlines on top leadership's strategic vision. The blueprint also enables senior executives to talk more eloquently about productivity and efficiency, as they can point to the outline to show investors how they intend to increase sales and rein in waste in production processes. IT and corporate strategy are interrelated, albeit distinct, concepts. Company principles rely on technology and strategy formulation to innovate and improve the performance and value of corporate goods and services. However, that information technology will have

more macroscopic effects as well, affecting the structure of different marketplaces. Information systems, for example, can help markets be more efficient by increasing the amount of available information, and can lower certain barriers to entry while raising others. Thus, they can cause a shift in the structure of entire industries. Industry-level impacts of information technology have important strategic implications for the portfolio of industries in which a firm is competing. Specifically, a firm may be able to improve this portfolio by taking advantage of structural changes catalyzed by new technology. Alternatively, a firm can actively seek opportunities to exploit its technology-related skills and resources in new industries.

II. OBJECTIVES OF THE STUDY

1. To realize the competitive importance of Information Technology in the present scenario of globalization.
2. To know how Information Technology, in all aspects, leads to the sustainable corporate management
3. To study the inter-relationship of Information Technology and Corporate Sustainable Management.



4. To make the readers aware about the real corporate picture with the help of empirical study.

III. RESEARCH METHODOLOGY

Keeping in mind the key objectives of the study, an effort has been made to complete the research purely based on primary data and secondary data. Secondary data has been collected using various sources including newspapers; journals; professional magazines; research papers; and even various websites. Primary data has also been used to give the paper an authentic look. Primary data has been collected with the help of survey and personal and telephonic interactions with some learned business people. For the purpose of survey semi structured questionnaire was used. **Research Limitations:** There had been some problem in getting information from respondents as they had to be interviewed in a very short time and a few of them were quite busy to give proper thought to the questions. The indifferent or unsupportive attitude of some respondents while responding to the questions also affected the final findings and observations. **Originality** of this research paper lies in the real work done by conducting interviews and surveys in the real market.

IV. WHY IT REALLY MATTER IN SUSTAINABLE CORPORATE MANAGEMENT

Do companies have good information regarding the results of their sustainability initiatives? Can they report with confidence measures of tangible and intangible benefits? Every company has to invest resources in sustainability related initiatives – whether or not they actually use the term “sustainability” or fully embrace the concepts of sustainability. This is just a fact of life in the current environment. So, why not do it in a way that creates more value and better manages risk? Decisions about what investments to make, and judgments about whether projects and programs are delivering the desired results, require reliable information. Monitoring of performance and enforcement of policies will require timely and accurate information. An information-driven approach to sustainability can give even the most complex organizations the power of discipline and the benefits of efficiency. Making sustainability a central tenet in strategy and operations, rather than something bolted on top of existing business processes will require new capabilities. No one seems to argue with this point. But when it comes to the question about the role of IT in managing sustainability, there is still much confusion and a lack of clarity. Some are rushing to buy new software tools. But few yet have well-thought out strategies and plans for managing sustainability data, or a roadmap for information technology changes to support sustainability. Even companies where sustainability is a strategic priority can fall into this trap. Some companies

have invested in new carbon management software, for example, without first creating a holistic sustainability strategy for the enterprise. When IT and business leaders take a moment to think things through, address the underlying needs, and together develop strategies and plans, they will seek integrated technology platforms for planning, monitoring, reporting, controls, risk monitoring, and performance management related to sustainability. So how do we get the right conversations started about information technology and sustainability? IT departments have been involved in sustainability for years through “Green IT” initiatives that reduce energy consumption through data centre and infrastructure optimization. This has been important and valuable work, producing tangible benefits. It is time to focus on the broader role of IT in helping to execute corporate sustainability strategies and achieve sustainability goals. To help expand the scope of the discussion, we need a new term that goes beyond IT’s energy saving efforts and encompasses IT’s support of sustainability programs, processes and performance throughout the enterprise. Without the right approach to information technology, companies will not be able access the relevant, accurate, and timely information they need to make informed decisions about their sustainability strategies. And as rising energy costs, evolving regulations, and increasing stakeholder expectations make sustainability measures even more important, organizations will need new and better information management capabilities to execute and monitor their sustainability strategies, programs, and projects. Organizations should measure, monitor, and report on their sustainability performance, allowing them to truly understand the impacts on financial and operational performance.

V. EMPIRICAL STUDY

A. Corporate Management Sustainability by Hewlett-Packard

Hewlett-Packard Company is an American multinational IT company headquartered in Palo Alto, California, USA. HP is one of the largest IT companies in the world and specializes in developing and manufacturing data storage, designing software and delivering services. In the technology sector, HP has been one of the most committed to being environmentally sustainable. It has been making its global operations more energy efficient and seeking low carbon energy sources where possible. HP is taking efforts to reduce energy consumption and the Green House Gas (GHG) emissions from HP owned and HP leased facilities. They have been setting goals to achieve these objectives. They re-sell or recycle unwanted assets which they recover during data consolidation. This has also enabled them to make substantial savings. They ensure that any increase in



absolute electricity is offset by energy efficiency and space consolidation efforts. They have invested in initiatives like lighting retrofits in parking garages and office spaces and installing fluorescent lights, motion sensors and several technologies across their operations. HP purchased approximately 102 million kWh of renewable energy from 2 percent in 2007. Overall, 17 percent of HP's space benefits from these purchases. HP has developed IT solutions to reduce GHG emissions in 3 ways:

- a) Reducing energy intensity and the carbon footprint of activities
- b) Substituting low-carbon alternatives for carbon-intensive processes
- c) Enabling the monitoring and management of a low carbon economy

All in all, HP is taking steps towards being sustainable. Their corporate reflect their commitment towards being environmentally sustainable.

B. Corporate Management Sustainability by DELL Inc.

Dell Inc. is a multinational IT corporation based in Round Rock, Texas, USA. Dell develops, sells and supports computers and related products and services worldwide. Dell is committed towards making its operations and products sustainable. They have been actively involved in corporate social responsibilities and are looking at ways to achieve sustainability. The IT Asset Recycling allows people to dispose their used equipment in a way that meets local regulatory guidelines. The IT Asset Resale allows people to resell their equipment to Dell, thus enabling Dell to recycle the equipment. Dell has designed new technologies that will dramatically reduce energy consumption, save costs and help achieve a low-carbon economy. Products like Latitude E-Series laptops and OptiPlex desktops prioritize energy efficiency and reduction or elimination of harmful materials like brominated flame retardant/polyvinyl chloride and mercury. The energy efficiency of Dell desktops has improved nearly 50% since 2005, while that of laptops has improved 16% since 2006. They are also transitioning notebooks to LED displays, which make significant energy savings. In addition to designing next-generation energy-efficient technology, Dell has streamlined their transportation network to reduce transit times and minimize freight. As a U.S. Environmental Protection Agency (EPA) SmartWay partner, Dell favors business with carriers that demonstrate a commitment to reducing their GHG impacts. By minimizing packaging material wherever feasible, Dell reduces waste and transportation impacts. Dell is also taking significant measures to reduce their greenhouse gas (GHG) emissions. They're committed to integrating non-fossil,

renewable power into their operations. In the past couple of years, Dell has increased the amount of renewable electricity purchased from power providers. Dell is also keeping track of waste disposed and recycled. They are working on ways to find the best ways to dispose their waste materials thereby focusing on their business sustainability.

VI. FINDINGS OF THE STUDY

1. Corporate Management Sustainability principles rely on technology and strategy formulation to innovate and improve the performance and value of corporate goods and services.
2. Without the right approach to information technology, companies will not be able access the relevant, accurate, and timely information they need to make informed decisions about their sustainability strategies.
3. IT mechanisms cover the way firms store information, archive operating data and protect such information against unauthorized access thereby making business information more reliable.
4. In the present scenario many leading IT MNC's have been actively involved in corporate social responsibilities and are looking at ways to achieve sustainability.
5. In a field survey done more than 90% of the respondents responded that sustainability is required to meet and exceed customer expectations to win business. Vendors and suppliers to large customers from Hewlett Packard to Wal-Mart must meet increasingly strict environmental management and disclosure requirements, helping them to win RFPs and contracts.
6. Nearly 87% of the respondents were of the view that IT is very much required to capture and create new markets. From designing the infrastructure for more efficient societies to software tools which cut impacts by virtualizing products and services, companies like Juniper Networks are capturing growing demand for green information technologies. A strong corporate environmental strategy will sharpen their ability to capitalize on these rapidly growing markets.
7. 75% of the respondents agreed with the point that IT departments have been involved in sustainability for years through "Green IT" initiatives that reduce energy consumption through data center and infrastructure optimization. This has been important and valuable work, producing tangible benefits.
8. It is time to focus on the broader role of IT in helping to execute corporate sustainability strategies and achieve sustainability goals. To help expand the scope of the discussion, we need a new term that goes beyond IT's energy saving efforts and encompasses IT's support of sustainability programs, processes and performance throughout the enterprise.



9. 76% of the respondents agreed with the point without the right approach to information technology, companies will not be able access the relevant, accurate, and timely information they need to make informed decisions about their sustainability strategies.

10. 76% of the respondents responded, as rising energy costs, evolving regulations, and increasing stakeholder expectations make sustainability measures even more important, organizations need new and better information management capabilities to execute and monitor their sustainability strategies, programs, and projects.

11. 75% of the survey respondents suggested that organizations should measure, monitor, and report on their sustainability performance, allowing them to truly understand the impacts on financial and operational performance.

VII. CONCLUSION

Information Technology has grown into a massive set of industries with the top 100 IT companies grossing over \$750 billion – more than the nominal GDP of the entire nation of Turkey. Leaders in IT and related services, from Cisco to Autodesk to Deutsche Telekom, have chosen to prioritize sustainability and mid-market companies are following suite as the environment becomes an important strategic issue. IT enables a business organization to analyze a range of operating scenarios and determine winning alternatives. It fosters an occupational corporate environment in which department heads strive for innovation, distilling in rank-and-file personnel the operating ingredients necessary to avoid the status quo thereby also enables corporate management to deploy sustainable business strategies more effectively across multiple sectors and regions. It's a time to focus on the broader role of IT in helping to execute corporate sustainability strategies and achieve sustainability goals.

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