Enhancing G-readiness of Businesses in Thailand

Chayanan Sahornsakolpat, Mahidol University, Thailand

Abstract

Nowadays, the ICT usage among businesses is growing rapidly. Technology development and its environmental-concern become more critical. This relationship emerges the “Green IT” for the business world. However, the development of Green IT is not widely applied, particularly in the developing countries. Implementing Molla’s G-readiness is necessary to measure an organization’s capability based on Green IT criteria including Green IT Attitude, Green IT Policy, Green IT Practice, Green IT Technology, and Green IT Governance. Based on green IT readiness in Thailand, this study collects data from interviewing 7 executives or top management of companies in Thailand. The top concern of developing capability in Green IT is the Governance, with the lowest score. Organizations in Thailand should adopt Green IT now. With low concern of technology on the environmental impact, they are likely impossible to create Green IT in Thailand. It is suggested that Green IT knowledge should be concentrated on a new metrics of the G-Readiness based on applying Green IT in organizations. This study also extended Molla’s Green IT readiness model for organizations in developing country.

Keywords: G-Readiness, Green IT, ICT, Green IT Readiness Model, Developing Country