GREEN TECHNOLOGY INTEGRATION IN MANAGEMENT FOR SOCIAL AND ENVIRONMENTAL SUSTAINABILITY

Rahayu Mardikaningsih, Dewie Trie Wijayanti Wardoyo

Universitas Sunan Giri Surabaya Indoensia, Universitas Negeri Surabaya Indonesia

correspondence: rahayumardikaningsih@gmail.com

Abstract - *Integrating green technology into corporate management is key to achieving social and environmental sustainability goals amidst growing global challenges. Green technologies, such as renewable energy, energy efficiency, and waste management, help companies reduce their ecological footprint while increasing operational efficiency. However, implementing green technology requires a well-thought-out strategy, organizational culture change, and proper resource management. In order to achieve sustainability, companies must ensure that every element of the organization supports green initiatives and implements policies that encourage the adoption of environmentally friendly technologies. In addition, companies also need to harness the potential of innovation to create sustainable value and focus on operational efficiency. To that end, companies must commit to implementing a long-term strategy that integrates sustainability into every line of their business, with continuous evaluation of the achievement of goals. Therefore, green technology is not only a solution to protect the environment, but also to create a more sustainable future for companies and society as a whole.*

Keywords: green technology, sustainability, waste management, renewable energy, energy efficiency, corporate management, sustainable innovation.

INTRODUCTION

In recent decades, awareness of the environmental and social impacts of industrial activities has increased significantly. Many organizations are now seeking to integrate sustainability practices into their operations to not only comply with regulations but also to respond to the demands of increasingly environmentally conscious consumers. Green technologies, which include innovations such as renewable energy, energy efficiency, and environmentally friendly waste management, are becoming increasingly relevant solutions. The integration of green technologies into management can bring significant changes in reducing carbon footprints and maintaining more sustainable natural resources (Mustapha et al., 2017). Thus, many companies are starting to change their managerial strategies to maximize positive impacts on the environment and society (Chowdhary & Bharagava, 2020)..

However, although many organizations recognize the importance of adopting green technologies, there are still many challenges in their implementation. Management often finds it difficult to design policies that can effectively integrate green technologies without disrupting core operations. Large initial investments, lack of technical knowledge, and uncertainty about long-term benefits are often obstacles (Rebelo et al., 2016). However, when implemented properly, green technologies can bring economic benefits through energy efficiency and reduced operational costs in the long term (Sawant et al., 2013). Therefore, understanding how to best integrate green technologies into management is critical for companies seeking to achieve sustainability goals.

One of the main problems faced by organizations is the difficulty in aligning business objectives with sustainability objectives related to green technology. The implementation of green technology in managerial operations is often hampered by a lack of understanding of long-term benefits and challenges in performance evaluation. Management often focuses on achieving faster results and ignores the positive impact of long-term investments. For example, although the use of renewable energy can reduce energy costs in the long term, high initial costs and limitations in technological infrastructure are still major obstacles for many companies (Hernandez, 2020). The absence of adequate infrastructure, such as charging stations for electric vehicles or smart grids for renewable energy, hampers the practical implementation of green technologies . Moreover, resistance to change within organizations, stemming from a lack of awareness or understanding of the benefits of green practices, further complicates the adoption process . As a result, the implementation of green technology is not optimal and is not fully integrated into the company's managerial strategy.

Another problem faced is the inability of companies to measure social and environmental impacts effectively. Many organizations focus on measuring economic and financial performance but fail to properly measure sustainability aspects, such as reducing carbon emissions or using resources more efficiently. In some cases, the sustainability policies implemented do not always align with broader social or environmental goals (Smith, 2019). This causes a mismatch between organizational goals and the actual implementation of green technology in their managerial practices. This challenge is exacerbated by the lack of standardized metrics and frameworks for assessing social and environmental impacts, leading to inconsistencies and difficulties in comparing performance across organizations . Additionally, the complexity of collecting and analyzing relevant data, especially for intangible aspects like community well-being or

ethical practices, poses significant obstacles to accurate measurement . Furthermore, the absence of universally accepted reporting standards increases the risk of greenwashing, where companies may present an inflated image of their sustainability efforts without substantive actions . These factors collectively hinder the ability of companies to effectively measure and communicate their social and environmental impacts, undermining stakeholder trust and the pursuit of genuine sustainability.

Changes brought about by the global environmental crisis require companies to adapt quickly in an effort to reduce their carbon footprint and create a positive social impact. Organizations that fail to adopt and integrate sustainable practices and green technologies into their management risk losing relevance in a market that increasingly prioritizes sustainability. Pressure from consumers who are increasingly aware of the environmental impact of the products and services they consume is increasing. Therefore, to survive and thrive in a competitive business environment, companies need to consider green technologies as an integral part of their managerial strategy, not only as a moral obligation, but also as a business opportunity .

The main objective of this discussion is to explore how companies can effectively integrate green technologies into their managerial strategies to achieve broader sustainability goals. This process involves evaluating how green technologies can affect a company's operations, resource management, and social and environmental impacts. This study aims to understand the barriers that organizations face in implementing green technologies and how companies can overcome these barriers to maximize the benefits that can be obtained from sustainability in the long term.

RESEARCH METHODS

The literature study approach is a method often used to analyze various relevant written sources on a particular topic. Literature studies are used to identify how green technology and sustainability practices can be applied in management to achieve social and environmental goals. This method involves reviewing various scientific articles, books, and research reports that discuss related topics, including previous studies that examine green technology in management. By analyzing existing literature, researchers can explore the understanding of the application of green technology in various industrial sectors and the best ways to integrate it into managerial practices. Literature studies allow for the discovery of gaps or areas that still require further research (Bansal & DesJardine, 2014).

As part of this approach, researchers can also utilize theories that underlie sustainability and green technology innovation, such as open innovation theory and sustainable management models. In this literature review, researchers examine existing concepts and how these concepts are implemented in the real world by various companies. The sources selected should include credible and relevant publications, such as articles from leading scientific journals or reports from international organizations related to sustainability and green technology. Searching for these studies can provide clearer insights into how organizations manage sustainability in the managerial scope and how green technology can support these goals (Porter & Kramer, 2011).

RESULTS AND DISCUSSION

In recent decades, the focus on sustainability and corporate social responsibility has increasingly become a major focus in the global business world. More and more organizations are beginning to realize that long-term growth depends not only on financial profits, but also on their ability to operate sustainably, both socially and environmentally. One increasingly popular approach to achieving this goal is the application of green technologies in business operations. Green technologies offer solutions to reduce the negative environmental impacts generated by industrial activities, while allowing companies to optimize the resources they have (Aleksić et al., 2020). Another simple solution to prevent these energy problems is to conserve and save energy (Rohmah, 2023).

Companies today face increasing pressure to integrate sustainability principles into their management. This pressure comes not only from regulators and governments, but also from consumers who are increasingly aware of the importance of choosing environmentally friendly products. Therefore, the adoption of green technology is not only seen as an effort to reduce the negative impact on the planet, but also as a strategic step to increase competitiveness and achieve operational efficiency. Green technology, which includes innovations in various sectors such as renewable energy, waste management, and resource efficiency, is part of the solution that can help companies stay relevant and adapt to changing market demands (Camilleri, 2017). As an environmentally friendly technology , the technology must meet the following criteria, namely it must minimize the negative impact on the environment, reduce greenhouse gas (GHG) emissions, conserve natural resources, and promote the use of renewable energy sources (Nehra et al, 2023).

However, despite the enormous potential of green technology, its implementation in business management is not without challenges. Companies need to understand the various dimensions involved in the integration of green technology, from cost-benefit analysis to organizational culture change management (Tam, 2016). Therefore, it is important to explore how companies can overcome the various issues that arise in this process and use green technology to achieve broader

social and environmental sustainability goals. In this paper, we will discuss the ways in which companies can integrate green technology into their operations, as well as how this technology can contribute to sustainability goals .

To integrate green technology into corporate management with social and environmental sustainability goals, companies first need to identify the needs and potential in terms of sustainability. This involves assessing the environmental impacts of the company's operations, as well as understanding the opportunities to reduce carbon footprints and use resources more efficiently (Cyplik et al., 2018). This first step is important because it helps companies set priorities and design strategies that are in line with broader sustainability goals. According to Hart and Milstein (1999), companies should view sustainability not only as a response to regulation but also as an opportunity for innovation and value creation.

After the assessment, companies can start looking for green technologies that fit their operations. These green technologies include various innovations such as renewable energy, energy efficiency, waste management, and other environmentally friendly technologies that can reduce negative impacts on the environment (Kiesnere & Baumgartner, 2019). The integration of this green technology can be done by replacing old technologies with more efficient and environmentally friendly solutions. Green technology can also be applied in natural resource management, such as the use of water-saving irrigation systems or sustainable agricultural technologies that can reduce the use of chemical fertilizers (Bocken et al., 2014) .

It is important for companies to ensure that the implementation of green technology is in line with the company's sustainability vision and mission. Therefore, top management must have a strong commitment to sustainability and be a pioneer in implementing this policy. Company leaders need to ensure that all departments in the organization understand and support the green initiative, and implement policies that support sustainability goals. As explained by Porter and Kramer (2011), a business strategy that is integrated with social and environmental values will create synergies that are beneficial to the company and society.

Implementation of green technology also requires a change in corporate culture. Companies must create a culture of sustainability within the organization by involving all employees in this change process. Through training, workshops, and effective communication, companies can increase employee awareness and participation in green efforts. Understanding green technology and its sustainability benefits can build strong internal support, which will further influence the success of the technology implementation. According to Dyllick and Hockerts (2002), changing corporate culture is a key aspect in achieving long-term sustainability goals.

To measure the success of implementing green technology in management, companies must have a clear and structured performance measurement system. This measurement includes not only financial results, but also the social and environmental impacts of each green initiative implemented. Sustainability indicators such as carbon emission reduction, energy efficiency, and use of natural resources can be used to evaluate the impact of implementing green technology. By using the right performance measurement tools, companies can track progress and make strategic adjustments when necessary (Epstein & Roy, 2001) .

Companies must ensure that the adopted green technology is not only efficient in the use of natural resources but can also generate long-term economic benefits. For example, although the initial investment to adopt renewable energy technology may be high, the reduction in energy costs in the long run can offset the costs. Therefore, ROI (Return on Investment) calculations must be carried out carefully to ensure that investments in green technology provide sustainable benefits, both in terms of economy, social, and environment (Dangelico & Pujari, 2010).

Collaboration between companies and external stakeholders such as governments, non-governmental organizations (NGOs), and consumers is also very important. Governments can provide incentives or subsidies for companies that adopt green technologies, while consumers who are increasingly concerned about environmental issues can support companies by choosing sustainable products. For example, companies that implement environmentally friendly practices can increase their appeal in the market, which in turn will improve their reputation and customer loyalty. Porter and Kramer (2011) emphasize the importance of creating shared value between companies and society, which in turn will create sustainable competitive advantage .

The challenges faced by companies in integrating green technology are high initial costs and uncertainty in short-term results. Some companies may hesitate to invest in green technology because they are worried that they will not gain significant benefits in a short period of time. Therefore, companies must consider that sustainability is a long-term investment that brings benefits both financially and reputationally. In the long term, green technology can help companies reduce operating costs, increase efficiency, and comply with increasingly stringent environmental regulations (Hart, 1995).

Efficient change management is also key in implementing green technology. Companies need to have effective managerial strategies to manage the transition from legacy to green technology. This process can involve replacing more efficient equipment, re-planning production processes, and retraining employees to operate the new technology. Managing change well can reduce internal resistance and ensure that the implementation of green technology goes smoothly. According to Kotter (1996), the success of organizational change depends on strong leadership and clear communication during the transition process .

It is also important for companies to evaluate the risks associated with implementing green technologies. Although green technologies offer many benefits, there are also risks associated with implementation, such as reliance on new, untested technologies or regulatory changes that may affect the effectiveness of the technology. Therefore, companies need to have mechanisms in place to evaluate these risks and prepare appropriate mitigation strategies. A careful approach in this regard will allow companies to minimize potential losses and maximize the benefits of green technologies (Schaltegger et al., 2013).

Companies also need to ensure that the green technologies they implement contribute to broader social sustainability goals, such as improving community well-being and creating sustainable jobs. One way to achieve this is to ensure that the green technologies they implement are not only efficient in their use of resources but also beneficial to local communities. For example, in the renewable energy sector, companies can invest in clean energy projects that involve local communities in the construction and maintenance of infrastructure, creating jobs that support the local economy (Bocken et al., 2014). Small companies prioritize achieving social and economic benefits over minimizing environmental damage when investing in green technologies. Examples include increased social acceptance, reduced costs, and the creation of new businesses (Virmala, Evangelin, & Vasantha, 2022).

Finally, companies need to communicate clearly and openly about the sustainability achievements they have made with green technologies. Through transparency, companies can demonstrate their commitment to sustainability and build trust with consumers and other stakeholders. This will support the company's reputation in the market and encourage more companies to follow suit. Good communication about green initiatives can also increase public awareness and strengthen market pressure for more sustainable practices (Kotter, 1996).

The integration of green technology into corporate management is not just an option but a necessity to ensure organizational survival amid escalating global social and environmental challenges. By adopting green technology, companies can reduce their ecological footprint while enhancing operational efficiency and creating sustainable added value. Recent advancements in green and innovative technologies have led to several business operation innovations that accelerate sustainable development (Madhur et al., 2024). These green initiatives enable companies to focus not only on financial aspects but also on the positive impacts they can have on society and the planet (Huong et al., 2021). Moreover, integrating green technology has been shown to reduce operational costs and increase productivity, as energy-efficient systems and digital solutions streamline processes and minimize waste . Additionally, companies that prioritize sustainability often experience enhanced brand reputation and customer loyalty, as consumers increasingly prefer businesses committed to environmental responsibility.

However, as discussed, the implementation of green technology requires a mature strategy and careful management. Integrating green technology into management necessitates a change in the way companies think and act, involving all components of the organization. This includes not only changes in operational processes but also in the corporate culture that supports sustainability values (Ilhan, 2021). Therefore, companies need to continue to innovate and learn to manage change effectively to obtain maximum long-term benefits from green technology. Technology integration has been found to have a significant impact on sustainable performance (Hassan, Akanmu, & Yusoff, 2018). Moreover, fostering a green organizational culture enhances the organization's ability to quickly integrate new environmental information and technologies, empowering employees across levels to contribute to eco-friendly solutions . This cultural shift not only supports the adoption of green technologies but also promotes employee engagement and innovation in sustainability initiatives. Additionally, aligning corporate strategies with environmental goals can lead to improved financial performance, as companies that prioritize sustainability often experience increased efficiency and brand loyalty. Ultimately, the successful integration of green technology and sustainable practices requires a holistic approach that encompasses strategic planning, cultural transformation, and continuous innovation.

Social and environmental sustainability is not a goal that can be achieved in a short time, but with a strong commitment from management, the use of green technology can be an effective strategy to ensure a better future for the company, society, and the environment. This is why it is important for companies to see sustainability as an integral part of their business strategy, not only as a social responsibility but also as an opportunity for more integrated and sustainable growth. Thus, green technology can be the key to leading companies towards a more sustainable and better future for all parties involved. Implementing green technology not only reduces environmental impact but also enhances operational efficiency and cost savings over time . Furthermore, companies that integrate sustainability into their core strategies often experience increased brand loyalty and customer trust, providing a competitive advantage in the market . Adopting sustainable practices can also attract investors who are increasingly considering environmental, social, and governance (ESG) factors in their decision-making processes . Moreover, embracing green technology fosters innovation, leading to the development of new products and services that meet the evolving demands of environmentally conscious consumers . Ultimately, a steadfast commitment to sustainability not only contributes to environmental preservation but also drives long-term profitability and resilience for businesses in an ever-changing global landscape.

CONCLUSIONS

The integration of green technology into corporate management has proven to play a significant role in achieving social and environmental sustainability goals. Companies that adopt green technology not only reduce their negative impact on the environment, but also gain various operational benefits, such as resource efficiency and reduced production costs. Green technologies, such as renewable energy, waste management, and energy efficiency, can help companies minimize their ecological footprint while increasing their competitiveness in the global market. However, to achieve this goal, companies need to prepare adequate infrastructure, as well as ensure that all elements of the organization support the shift towards sustainability.

As a next step, companies need to develop a more integrated sustainability strategy that involves green technology in every line of their business. This includes long-term planning that considers social and environmental impacts, as well as implementing policies that support the adoption of green technologies . Companies also need to provide training and raise awareness within the organization to ensure that all parties are involved in sustainability efforts. In addition, it is important for companies to periodically evaluate their progress in achieving sustainability goals and adjust their strategies according to changing needs and emerging challenges.

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