THE IMPLEMENTATION OF GREEN PRACTICE ON PAPERLESS : A CASE STUDY AT LEMBAGA TABUNG HAJI

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ABSTRACT

In the era of globalisation, Malaysia as a developing country towards developed country in year 2020, has a polemic issue in terms of green practice. Melaka, is the first state that had implement the green practice such as “Melaka Bebas Asap Rokok” and also has a unique tagline which is “Melaka Negeriku Sayang, Negeri Bandar Teknologi Hijau”. Green practice is a way to preserve the nature and also to create awareness among the people about the benefit of green practice. In Malaysia, green practice is still moderately practice. This indicates an opportunity to further development and a robust study to examine how far the organization to implement green had practice especially on paperless. Research has been made at Lembaga Tabung Haji Headquarters, Kuala Lumpur. Research shown that the government is the most influential factor to make the decision to implement green practice on paperless. The research of an organisation orientation in Malaysia is still in infant stage. A literature review revealed that changing the culture and mindset, improve process and the government can enhance the implementation of green practice on paperless. However, on the literature review there are still arguable relationship if the employees of the organization believe that green practice on paperless will create more positive impact on their work. Research also shown that the government and the employee must get along together in terms to increase the benefits in green practice, especially on paperless. This study investigate factors to improve green practice on paperless. Data were collected by distributed to several department which is 25 respondent for four department, to create more precise and accurate results and were analysed using (SPSS) Statistical Package For Social Science.

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ABSTRAK

Di zaman era globalisasi ini, Malaysia sebagai sebuah negara membangun sedang menuju ke arah negara maju pada tahun 2020, telah mengalami isu polemik berkenaan amalan hijau. Melaka sebagai negeri yang pertama menerapkan amalan hijau, seperti yang diketahui, "Melaka Bebas Asap Rokok" dan moto "Melaka Negeriku Sayang, Negeri Bandar Teknologi Hijau. Amalan hijau adalah salah satu cara untuk memelihara alam semulajadi dan bagi meningkatkan tahap kesedaran dalam kalangan manusia tentang kelebihan amalan hijau. Di Malaysia, amalan hijau adalah di tahp memuaskan.Ini menunjukkan peluang untuk pembangunan dan panggilan kajian yang teguh untuk meneroka sejauh mana organisasi telah menerapkan amaln hijau terutamanya pada pengurangan penggunaan kertas.Kajian telah dilakukan ke atas Ibu Pejabat Lembaga Tabung Haji, Kuala Lumpur. Kajian telah menunjukkan bahawa kerajaan merupakan faktor utama dalam memberi pengaruh terhadap amalan hijau dalam pengurangan penggunaan kertas. Kajian literature menunjukkan bahawa Perubahan budaya dan fikiran, Proses Penaiktarafan ddan Kerajaan mampu menjadi pemangkin kepada penerapan amalan hijau didalam pengurangan kertas. Walaubagaimanapun, masih terdapat hujah-hujah yang mampu diperkukuhkan sekiranya para pekerja percaya bahawa amalan hijau memberi impak positif dalam amalan hijau terhadap pengurangan penggunaan kertas.Kajian menunjukkan bahawa pihak kerajaan dan para pekerja perlu bekerjasama dalam meningkatkan penerapan amalan hijau, terutamanya pengurangan penggunaan kertas. Kajian ini mengkaji beberapa faktor yang menyumbang kearah pengurangan penggunaan kertas.Data telah diedarkan ke empat jabatan bersamaan 25 responden, untuk membuat analisis lebih tepat dan betul,dan juga telah dianalisa menggunakan (SPSS) Statistical Package For Science.

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LIST OF ABBREVIATION

ICT	Information and Communication Technology
IT	Information Technology
KPI	Key Performance Indicator
LTH	Lembaga Tabung Haji
PwC	Price Water Coopers

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In this research, the researcher is going to discuss about green practices in order to minimise negative impact of energy consumption, utilization and conversion towards the environment. United State of America, some of Europe countries and especially Japan country had lead in making a move in green practices. Green practices is not just about recycle, reuse and reduce, but the green practices are about to reduce environment pollution. Green practices can achieve with increasing employee's awareness. Other than that, policies that focus on the protection of the environment are continually being developed worldwide (Brunoro2008: 719, cited in E.E Smith & S. Perks Journal). The green, practice also has been a significant culture in certain countries as the ISO 14000, which help companies to achieve consistent environmental regulatory compliance whilst embedding the concept of continuous improvements in environmental performance. (VCA Offices 2014).

According to Malaysian Science and Technology Indicators 2010 book (January 2011), our country has adopted the National Climate Change Policy and the low – carbon economy and achieve sustainable development. The National Technology Policy 2009 was formulated to achieve several objectives such as (i) reducing energy usage and at the same time increasing economic growth; (ii) facilitating the growth of the green

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technology industry and enhancing its contribution to the national economy; (iii) increasing national capability and capacity for innovation in green technology development and enhancing Malaysia's competitiveness in green technology in the global arena; (iv) ensuring sustainable development and conserving the environment for future generations; and (v) enhancing public education and awareness on green practice and encouraging its widespread use.

In Malaysia, there are several townships has been implemented green technology such as Putrajaya and Cyberjaya. The first ever green building in Malaysia also has been established in Kuala Lumpur which is G Tower. In addition, this building has embark the green practice in our country. One of Malaysia state, Melaka has their own tagline recently, which is, 'Melaka Maju Negeriku Sayang, Melaka Bandar Teknologi Hijau Fasa Ke – 2'. This state has been a role model to another country as ' Melaka Bebas Asap Rokok'. The green practices make enhancement in improving environmental quality and give a positive impact to the society and services. Lembaga Tabung Haji, as GLIC (Government Link Investment Company), the company can be one of the leading companies towards green practice.Thereafter, the researcher also going to find about the employee's perception on green practices, specifically on paperless Furthermore, it will highlight the importance of paperless practices in the organization.

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1.2 PROBLEM STATEMENT

The green practice in Malaysia is still in moderately practice. Malaysia as a developed nation must make a progressive action to increase awareness in the Malaysian organization. Paperless is one of the ways to start green practices among the organization. This case study is focused about the implementation of LembagaTabung Haji on changing their traditional way of working which is high paper usage to paperless.The paperless practices will create a positive impact towards the environment whereby the reduction in usage will lead to less tree cutting for producing papers in order to fulfill the paper demands.

On the other hand, the good effect of the environment is to make the climate not rapid change towards hot weather. Usage of papers can be reduced in many ways and involve several stages. For instance, the organisation can create awareness and cultivate a paperless culture among their employee. In this research, the researcher will also conduct a survey through the distribution of questionnaires to find out whether the organization has fully utilised the ICT (Information and Communication Technology) literacy in their working environment.

This also can be the proof of employees' knowledge towards IT (Information and Communication Technology), has made the communication being received positively or negatively. Other than that, the researcher also will find out whether the paperless practices are cost effective in the long run or otherwise. Therefore, the understanding on how the employees and management of Lembaga Tabung Haji perceived the green practices of paperless in implementing successful green practices is also significant to develop systematic solutions to stay competitive in this new era.

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1.3 RESEARCH QUESTIONS

In this research, the researcher want to examine on how the green practices, specifically on paperless could be implemented in the company and what is the best solution the company had found.

1. What is the best method to reduce paper wastage?
2. How the management establishes the effective policies on paperless enforcement?
3. What is the most common solution in ICT (Information and Communication Technology) towards paperless?

1.4 RESEARCH OBJECTIVES

In this research, the objectives that will be achieved are:

1. To examine the best method that employees can adapt to green practice on paperless.
2. To identify what is the SOP (Standard Operating Procedures) or the policies that have been established by the company.
3. To determine the most common solution in ICT (Information and Communication Technology) towards paperless .

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1.5 SCOPE AND LIMITATION OF THE RESEARCH

1.5.1 Scope of the research

The researcher will conduct a case study on the employees implementation in Lembaga Tabung Haji in making a move towards the implementation of green practices through the paperless working environment. The scope of this research is determining the level of ICT (Information and Communication Technology) literacy awareness among them, to identify the other tools that could help towards paperless organization and whether cost of making a step towards paperless organization affects the green practices.

1.5.2 Limitation of the research

In every research that has been conducted, there will be some limitations that might be faced by a researcher. In this research, I foresee that the limitation or problem that may arise is pertaining to the response rate. There are two possibilities that may lead to lower response rate, which is confidentiality of certain data and lack of cooperation of staff from certain departments. Due to lack of awareness towards greener practices, the staff might overlook the significance of this research to the organization as a whole.

Time could be one of the limitations that a researcher might be facing. With the given time frame to complete the research, the researcher needs to speed up the process of data gathering in order to complete it on time. In order to overcome this issue, the researcher could look into a more efficient way of distributing the questionnaires and data collection.

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1.6 SIGNIFICANCE OF THE RESEARCH

This research may enhance knowledge and experience of the researcher towards problem solving method, to identify the root cause of such problem and how to overcome such problem in a scientific manner. The researcher may gain knowledge from the research organization in terms of paperless green practices and could adopt the approach in the future undertakings.

Besides that, it may assist the organization in identifying the level of their staff awareness and management readiness in terms of their paperless practices. Furthermore, it might assist them to find and adopt the best solutions towards the fully paperless environment organization. This research could give some insights to readers and other organizations in adopting paperless practices.

On top of that, it could highly contribute to the environment when green practices on paperless is being implemented. It could prevent forest trees from being cut down every year and at the same time decrease carbon footprint which will cause less oxygen can be inhaled by humans. Finally, it could stabilize the environment and contribute towards sustainability of the global ecosystem.

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1.7 SUMMARY

In this chapter, the researcher explained roughly the introduction of green practice in the world, in Malaysia, and also in Melaka in the background of the study It also covers the objective of the research and why the study will be conducted to examine the readiness of Lembaga Tabung Haji to implement the green practice on paperless.Leading to that, three research questions have been established to answer the respective research objectives.

The researcher will focus on the case of Lembaga Tabung Haji in terms of their paperless practices and utilization of ICT literacy as part of the implementation. The researcher foresees that time constraint in terms of data gathering, response rate and confidentiality of certain data might limit the study. However, the study will highly contribute to researcher in the way of problem solving, to the organization which is Lembaga Tabung Haji in their paperless practices and to the global environment as an impact of the green practices.

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CHAPTER 2

LITEREATURE REVIEW

2.1 INTRODUCTION

In this chapter, the researcher will discuss about the readiness to implement green practice on paperless and the relationship of technology advance such as ICT (Information and Communication Technologies) that helps to make green practice on paperless being possible to be practiced. The study of ICT (Information and Communication Technologies) in the company and the effectiveness and readiness to utilise the green practice also will be conducted by the researcher. The on minimising paper usage and wastage in the organization.

2.2 TECHNOLOGICAL TRENDS IN TWENTIETH CENTURY

Technological activity during the twentieth century has changed its structure, methods, and scope. It is qualitative change which explains even more than the tremendous rise in the volume of work the emergence of technology and its ability within a few short decades to remake man's way of life all over the globe. This overall change in the nature of technological work during this century has three separate, though closely related aspects: (1) structural changes – the professionalization, specialization, and

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institutionalization of technological work; (2) changes in methods – the new relationship between technology and science; the emergence of systematic research; and the new concept of innovation; and (3) the "system approach". (Drucker 2011, p. 52).

Through the above aspects, green practice towards paperless in the organization used the "changes in methods". This can be seen when the employees in the organization will have to engage with the technology based in the computer, by using selected software that helps to use less paper, which make the company ready to move towards paperless organization. The "change in methods" must be imply within top management first or in certain department as the culture can be developed step by step for the entire company.

Technological research has not only a different methodology from invention; it leads to a different approach, known as innovation, or the purposeful and deliberate attempt to bring about, through technological means, a distinct change in the way man lives and in his environment, such as the economy, the society, the community, and so on. Innovation may begin by defining a need or an opportunity, which then leads an organizing technological effort to find a way meet the need or exploit the opportunity. (Drucker 2011, p.63 – 64).

2.3 TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT

Usage of technology will help the organization to be sustainable in a long time. Green practice has a close relationship with technologies. As the researcher focuses on readiness to implement green practice for paperless, technology can help to realisation to make it possible to be a paperless organization by step. The main technology that will help is by having employees with ICT Literacy.

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As cited from (K.B. Akhilesh 2013), the sustainable development can be gained through three pillars: the environment, the economy, and the society. A set of parameter of framework which can determine the feasibility of the model. Broadly sustainability can be defined on: economic sustainability, technological sustainability, social sustainability, environmental sustainability and value sustainability.

2.4 GREEN PRACTICE

Green practice is a primarily type of practice that contribute the sustainability of the eco-system and environment. There are several types of green practices, which include green construction, green building, green business, green innovation and others. The green practice awareness increases as the climate change is too extreme nowadays, which affect human and animals too.

Developed country, especially United State of America, Europe countries and Asia's leading country such as Japan and South Korea had been adapting green practice as their lifestyle. For an example, Japan produces hybrid car such as the Toyota Prius, which is more eco-more friendly to the environment than conventional cars.

Paperless environment could be implemented in any organisation as one of the improved qualities of works as use ICT (Information and Communication Technologies) will help an organisation to communicate effectively and in the fastest way. Employees also need to be brief about the advantages of using less paper as it can enhance the working efficiency increase level of productivity. The paperless working environment could be a leading activity in green practices to protect the future eco-system.

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2.5 IMPACT OF GREEN PRACTICE

The green practices in the organization could give a very good impact to the environment. Basically, the impact of green practice that can be seen in general management.

Table 2.0 General Management or Human Resource Function

General Management/ Human Resource function Sources: (E.E. Smith & S. Perks Journal 2010)
• Use e-recruitment to minimise cost • Use workplace, corporate culture, and reward system to motivate or encourage green activities. • Employ experts in environmental development to implement environmentally friendly management systems and policies. • Use tele-conference technology to reduce travel, time and expenses as well as greenhouse gas emission (GHG) • Appoint new board of member to add unique external perspectives on sustainability

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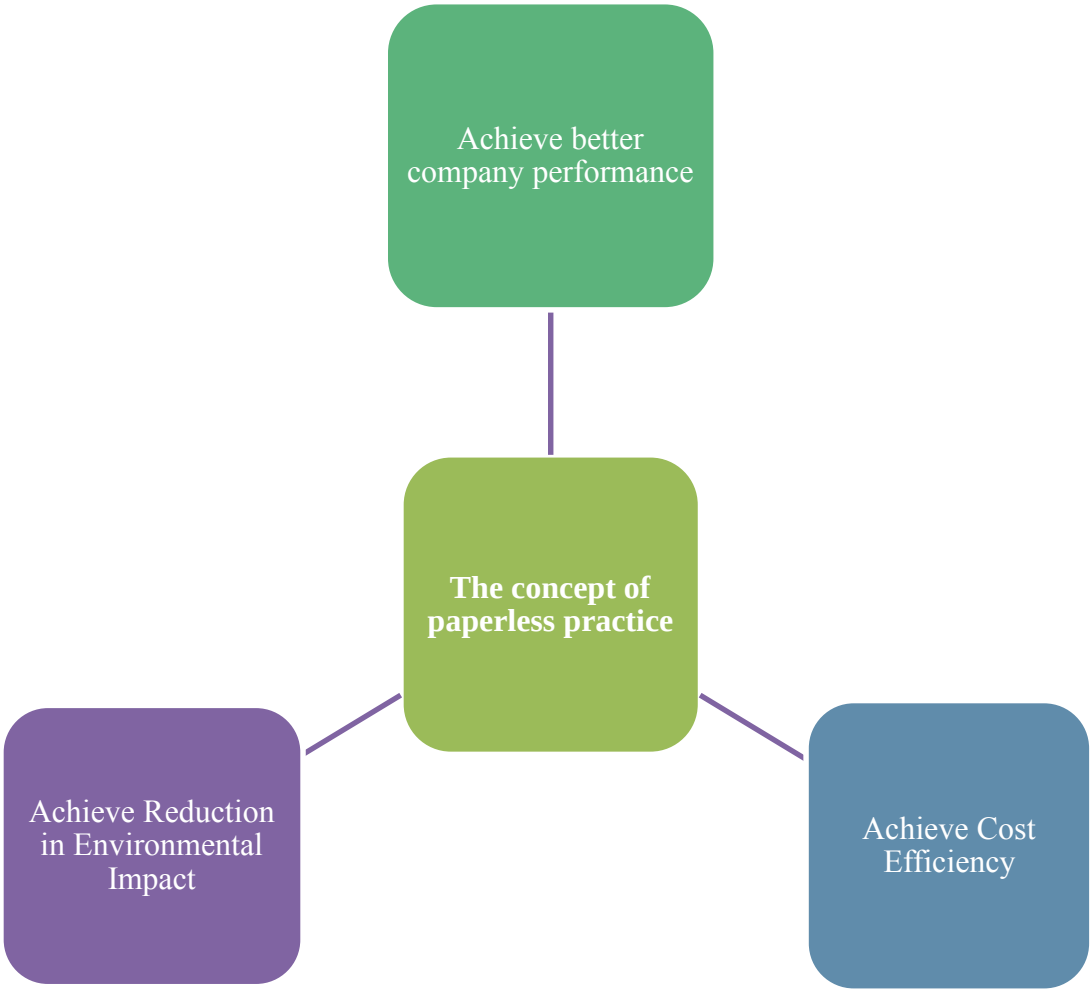
2.6 THE CONCEPT OF PAPERLESS PRACTICE

Figure 2.0 The concept of paperless practice

(Source: PWC, September 2013)



The concept of paperless practice can be categorised by 3 concepts as shown in figure 1.0 which researcher referred to PWC source, September 2013.

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The explanations of the three concepts are:-

i) Achieve better company performance

- Boost productivity
- Reduce wastages
- Encourage automation
- Encourage sharing
- Keep information in a secured manner

ii) Achieve cost efficiency

- Saves extra spending on paper
- Saves space and spending on logistic

iii) Achieve a reduction in environmental impact

- Cutting down more trees unnecessarily
- Reduce paper wastage

2.7 EMPLOYEES ADOPTION BEHAVIOUR TOWARDS GREEN PRACTICE ON PAPERLESS

The employee adoption behaviour towards green, practice on paperless could be cultivated through awareness on green practices, especially on reduce paper usage and wastage. Other than that, employees also must be trained on the ICT (Information Communication Technologies) knowledge to make full use of computer software that could assist them in enhancing working efficiency and at the same time could save data systematically and safely. Through knowledge and computer software application, paper usage will be gradually reduced and the information can be shared instantly to the entire organisation through the intranet.

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