

### **Perceived green IT strategy in project management**

Green comes in trend and consumers are asking for it. Organizations are interested in it. Becoming green is not required by law, but a wilful process. Green IT and social responsibility are major themes for the future of business (Tran, 2009). Consequently, green managements are accepted by the stakeholders of the company. Green management is not a concept describing new business management style, but it describes the construction of business. Green business strategy can determine the nature and the direction of business's future and enhance corporate performance, and create profits to be a sustainable competitive business.

The project management in organizational environments typically requires strong technological and business skills. The functional goals for organization's sustainability would not stay static. Instead, they will change over time and require a continuous process of adjustments between economic, environmental and social aspects. In the meantime, to maintain project management performance, the quality of Information Systems (IS) skills needs to be aligned to the expectation of an efficient system (Tesch, Miller, Jiang, & Klein, 2009). Alignment of expectations between users and service providers takes into an important consideration in determining the performance. Project diversity in terms of variety of users in project management has been understood as an advantage. The diversity of users promotes different knowledge links and awareness of individual team members, which enable the management to acquire different kinds of knowledge.

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Changing the structure of an organization does not come easy; in fact, it is very challenging because it takes the tremendous task of changing the individual and group relationships (James, Sandra, Forrest, & Alfred, 1997). The main objective of this study is to apply green elements into the IT project strategy and to investigate how green issues are influencing the firm's green project management.

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