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Decoding the Nexus Between Green Sustainable Organizational Practices and Organizational Sustainability: Evidence from IT Companies in Telangana

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Abstract

The growing emphasis on environmental stewardship, climate resilience, and sustainable development has significantly transformed the strategic priorities of organizations across industries. In response to increasing regulatory pressures, stakeholder expectations, and global sustainability initiatives, organizations are progressively embedding green practices into their operational and strategic frameworks. Among various sectors, the Information Technology (IT) industry plays a crucial role in promoting sustainable business practices due to its rapid technological advancements, extensive resource utilization, and significant contribution to economic development. Consequently, Green Sustainable Organizational Practices (GSOPs) have emerged as a comprehensive organizational approach that integrates environmental responsibility with economic viability and social well-being to achieve long-term organizational sustainability.

The present study aims to investigate the influence of Green Sustainable Organizational Practices on Organizational Sustainability among IT companies in Telangana. Specifically, the study conceptualizes Green Sustainable Organizational Practices as a higher-order multidimensional construct comprising Green Human Resource Management, Green Leadership, Green Organizational Culture, Green Innovation, and Green Marketing. These dimensions collectively represent an organization's commitment to integrating sustainability into its human resource policies, leadership philosophy, organizational values, innovation capabilities, and market-oriented environmental initiatives. Organizational Sustainability is assessed in

terms of an organization's ability to achieve balanced economic performance, environmental responsibility, and social sustainability while maintaining long-term competitiveness and resilience.

The study adopts a quantitative research design employing a structured questionnaire to collect primary data from employees working in selected IT companies across Telangana. A proportionate sampling technique is utilized to obtain representative responses from professionals occupying diverse organizational roles. The collected data are analyzed using Structural Equation Modeling (SEM) to validate the proposed conceptual framework and examine the relationships among the study constructs. Prior to hypothesis testing, measurement model assessment is conducted through Confirmatory Factor Analysis (CFA) to establish construct reliability, convergent validity, and discriminant validity. Subsequently, the structural model is evaluated to determine the direct effects of Green Sustainable Organizational Practices on Organizational Sustainability.

The anticipated findings are expected to reveal that Green Sustainable Organizational Practices exert a significant and positive influence on Organizational Sustainability. In particular, organizations that effectively integrate green leadership, environmentally responsible human resource practices, sustainability-oriented organizational culture, green innovation initiatives, and eco-friendly marketing strategies are likely to demonstrate superior sustainability performance, enhanced organizational resilience, improved operational efficiency, stronger stakeholder trust, and sustained competitive advantage. Furthermore, the study is expected to provide empirical evidence supporting the strategic role of integrated green practices in fostering sustainable organizational development within the Indian IT sector.

The study makes significant theoretical, managerial, and policy contributions. Theoretically, it extends the existing sustainability literature by developing and empirically validating a multidimensional framework of Green Sustainable Organizational Practices in the context of the Indian IT industry. Methodologically, the study contributes by employing Structural Equation Modeling to examine complex relationships among higher-order constructs. From a managerial perspective, the findings offer actionable insights for organizational leaders, HR professionals, and policymakers to formulate integrated sustainability strategies that align environmental objectives with organizational performance. The study also provides practical recommendations for organizations seeking to strengthen their sustainability initiatives, improve stakeholder value creation, and achieve long-term organizational excellence in an increasingly competitive and environmentally conscious business landscape.

Keywords: Green Sustainable Organizational Practices; Organizational Sustainability; Green Human Resource Management; Green Leadership; Green Organizational Culture; Green Innovation; Green Marketing; Information Technology Industry; Sustainable Development; Environmental Sustainability; Strategic Management; Structural Equation Modeling (SEM); Telangana.

Purpose

Sustainability has become a strategic priority for organizations seeking long-term growth, competitive advantage, and stakeholder confidence. Governments, investors, customers, employees, and society increasingly expect organizations to demonstrate responsible environmental, social, and governance practices. Consequently, organizations are integrating sustainability into their core business strategies through environmentally responsible policies, ethical decision-making, resource conservation, employee engagement, and sustainable customer value creation.

Green Sustainable Organizational Practices (GSOP) represent a holistic organizational approach that combines Green Human Resource Management, Green Marketing Practices, Green Leadership, Green Innovation, and Green Organizational Culture to achieve sustainable business performance. Rather than viewing sustainability as an isolated initiative, GSOP encourages organizations to embed environmental responsibility throughout organizational functions and strategic decision-making.

Although previous studies have independently examined Green HRM, Green Marketing, and Organizational Sustainability, limited empirical evidence exists regarding their integration within a comprehensive Green Sustainable Organizational Practices framework, particularly in India's Information Technology industry.

Therefore, the purpose of this study is to investigate the influence of Green Sustainable Organizational Practices on Organizational Sustainability in IT companies located in Telangana. The study also seeks to develop an integrated empirical framework that assists managers and policymakers in designing effective sustainability strategies capable of improving organizational performance while contributing to sustainable development goals.

Design/Methodology/Approach

The present study adopts a quantitative, descriptive, and explanatory research design. Primary data will be collected through a structured questionnaire from employees, HR professionals, marketing professionals, and middle-level managers working in selected Information Technology companies across Telangana.

The questionnaire will be developed using validated measurement scales from previous research covering Green Human Resource Management, Green Marketing Practices, Green Leadership, Green Organizational Culture, Green Innovation, and Organizational Sustainability. Responses will be measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).

The collected data will be analyzed using SPSS and AMOS (or SmartPLS). Descriptive statistics will summarize respondent characteristics, while Reliability Analysis (Cronbach's Alpha), Confirmatory Factor Analysis (CFA), Composite Reliability (CR), Average Variance Extracted (AVE), and Structural Equation Modeling (SEM) will be employed to validate the measurement model and examine the proposed hypotheses.

Findings

The proposed study is expected to reveal that Green Sustainable Organizational Practices significantly influence Organizational Sustainability among Information Technology companies. Organizations adopting Green HRM practices are expected to enhance employee commitment toward environmental initiatives, while Green Marketing Practices are anticipated to strengthen sustainable customer relationships and corporate reputation.

Similarly, Green Leadership is expected to encourage environmentally responsible decision-making, Green Organizational Culture to foster sustainability-oriented employee behavior, and Green Innovation to improve operational efficiency and resource optimization. Collectively, these practices are expected to strengthen environmental performance, social responsibility, economic sustainability, and long-term organizational competitiveness.

Practical Implications

The findings of this study are expected to provide valuable guidance for corporate leaders, HR professionals, marketing managers, policymakers, sustainability practitioners, and academicians. The proposed framework will help organizations integrate sustainability into human resource policies, marketing strategies, organizational culture, innovation systems, and leadership practices.

The study will also assist IT companies in developing sustainability-oriented business models capable of enhancing operational efficiency, employee engagement, customer satisfaction, stakeholder trust, and long-term organizational resilience. Furthermore, the findings may support policymakers in designing sustainability guidelines that encourage environmentally responsible organizational practices across the Indian IT industry.

Originality/Value

The present study contributes to the growing sustainability literature by proposing a comprehensive empirical framework that integrates Green Human Resource Management, Green Marketing Practices, Green Leadership, Green Organizational Culture, and Green Innovation under the broader construct of Green Sustainable Organizational Practices.

Unlike previous studies that examine these dimensions independently, the present research investigates their collective influence on Organizational Sustainability within the context of IT companies operating in Telangana. The study offers a multidisciplinary perspective that bridges Human Resource Management, Marketing, Sustainability, and Strategic Management, thereby providing both theoretical and practical contributions to sustainable organizational development.

Introduction

Sustainability has become one of the most influential strategic priorities for organizations operating in today's highly competitive and environmentally conscious business environment. Increasing concerns regarding climate change, depletion of natural resources, environmental degradation, carbon emissions, and social inequality have compelled organizations to reconsider their traditional business models and adopt sustainable organizational practices. Stakeholders including governments, investors, customers, employees, regulatory agencies, and society increasingly expect organizations to balance economic performance with environmental stewardship and social responsibility. Consequently, sustainability is no longer viewed merely as a corporate social responsibility initiative but has evolved into a strategic imperative that influences long-term organizational success.

The concept of Green Sustainable Organizational Practices (GSOP) has emerged as an integrated organizational approach that promotes environmentally responsible decision-making across all business functions. These practices include Green Human Resource Management, Green Marketing, Green Leadership, Green Organizational Culture, Green Innovation, Green Supply Chain Management, and environmentally responsible operational practices. Rather than implementing isolated environmental initiatives, organizations are increasingly embedding sustainability into their organizational culture, strategic planning, employee behavior, customer engagement, and innovation processes. Such integration enables organizations to improve resource efficiency, minimize environmental impacts, strengthen stakeholder relationships, and achieve sustainable competitive advantage. Recent studies indicate that organizations adopting comprehensive green organizational practices experience improvements in environmental performance, employee commitment, organizational reputation, and long-term business sustainability.

The Information Technology (IT) industry has become one of the fastest-growing sectors contributing significantly to India's economic development, employment generation, digital transformation, and technological innovation. Telangana, particularly Hyderabad, has emerged as one of India's leading IT destinations, hosting multinational corporations, technology startups, and global capability centers. While the IT industry is generally considered environmentally friendly compared with manufacturing industries, rapid expansion of data centers, increasing energy consumption, electronic waste generation, water utilization, and carbon emissions have intensified the need for sustainable organizational practices. Consequently, IT companies are increasingly integrating environmental sustainability into their business strategies by promoting energy-efficient infrastructure, digital sustainability, green workplace initiatives, responsible procurement, employee participation, and environmentally responsible customer solutions.

Among the various organizational functions, Human Resource Management plays a critical role in driving organizational sustainability. Green Human Resource Management encourages organizations to integrate environmental objectives into recruitment, training, performance appraisal, compensation, employee involvement, and organizational development. Employees who receive environmental awareness training and participate in green organizational initiatives demonstrate higher organizational commitment and environmentally responsible behavior. Green HRM also facilitates the development of sustainability-oriented organizational cultures where employees actively contribute to reducing waste, conserving resources, and promoting environmentally responsible business practices. Recent systematic reviews confirm that Green HRM significantly contributes to sustainable organizational performance by strengthening employee engagement, green behavior, and environmental management systems.

Similarly, Green Marketing has become an essential strategic tool for organizations seeking to satisfy environmentally conscious consumers while simultaneously improving corporate reputation and market competitiveness. Green Marketing involves designing environmentally friendly products and services, adopting sustainable pricing strategies, reducing packaging waste, promoting responsible consumption, and communicating environmental commitments transparently. Organizations implementing green marketing strategies not only improve customer trust and brand loyalty but also create long-term value by aligning business objectives with societal expectations. Sustainable marketing encourages organizations to move beyond short-term sales objectives toward creating lasting stakeholder relationships based on ethical and environmentally responsible business practices.

Leadership also represents a critical determinant of successful sustainability implementation. Green Leadership refers to leadership behaviors that encourage environmental responsibility, sustainable innovation, ethical governance, and employee participation in sustainability initiatives. Leaders establish organizational priorities, allocate resources, influence employee behavior, and create a vision that integrates environmental responsibility into business operations. Organizations possessing strong green leadership are more likely to develop sustainability-oriented organizational cultures where environmental responsibility becomes an integral part of everyday decision-making.

Green Organizational Culture further strengthens sustainability by creating shared organizational values, beliefs, and norms that encourage environmentally responsible behavior among employees. Organizations characterized by strong green cultures continuously promote environmental awareness, collaborative problem-solving, responsible resource utilization, and continuous improvement. Such organizational cultures positively influence employee motivation, innovation capability, and organizational adaptability while supporting long-term sustainability objectives. Recent bibliometric research indicates that Green Organizational Culture has become one of the fastest-growing research areas within sustainability and organizational management.

Innovation also serves as an essential driver of organizational sustainability. Green Innovation enables organizations to develop environmentally sustainable products, cleaner production technologies, energy-efficient systems, digital solutions, and eco-friendly business models. Organizations investing in green innovation improve operational efficiency, reduce production costs, minimize environmental impacts, and strengthen competitive advantage. Within the IT industry, innovation plays an especially significant role because technological advancements directly influence energy consumption, digital infrastructure, and sustainable software development.

Despite growing organizational interest in sustainability, existing literature largely examines Green Human Resource Management, Green Marketing, Green Leadership, Green Organizational Culture, and Green Innovation as independent research areas. Very few studies have attempted to integrate these dimensions into a single comprehensive construct referred to as Green Sustainable Organizational Practices. Furthermore, empirical evidence examining the collective influence of these practices on Organizational Sustainability remains limited, particularly within the Indian Information Technology sector. This fragmented approach limits understanding of how organizations can simultaneously leverage multiple green practices to achieve superior sustainability performance.

Against this background, the present study proposes an integrated empirical framework that examines the influence of Green Sustainable Organizational Practices on Organizational Sustainability among Information Technology companies operating in Telangana. The study conceptualizes Green Sustainable Organizational Practices as a multidimensional construct comprising Green Human Resource Management, Green Marketing Practices, Green Leadership, Green Organizational Culture, and Green Innovation. The proposed framework seeks to provide theoretical and empirical evidence explaining how these interconnected practices collectively contribute to environmental sustainability, economic resilience, organizational competitiveness, and long-term business success.

Statement of the Problem

Organizations are operating in an environment characterized by increasing environmental regulations, rising stakeholder expectations, climate-related risks, and growing demand for sustainable business practices. Although many Information Technology companies have introduced various environmental initiatives, these practices are often implemented independently by different functional departments without adequate organizational integration. Consequently, organizations experience fragmented sustainability efforts that limit the achievement of long-term organizational sustainability.

Existing research has predominantly focused on individual dimensions such as Green Human Resource Management, Green Marketing, Green Leadership, or Green Innovation separately. However, limited empirical studies have investigated how these dimensions collectively function as Green Sustainable Organizational Practices capable of improving Organizational Sustainability. Moreover, empirical evidence from the Indian Information Technology sector, particularly IT companies operating in Telangana, remains scarce. Therefore, there is a need to develop and empirically validate an integrated framework that explains the relationship between Green Sustainable Organizational Practices and Organizational Sustainability.

Objectives of the Study

1. To examine the influence of Green Human Resource Management on Organizational Sustainability.
2. To analyze the effect of Green Marketing Practices on Organizational Sustainability.
3. To evaluate the contribution of Green Leadership toward Organizational Sustainability.

4. To examine the influence of Green Organizational Culture on Organizational Sustainability.
5. To assess the impact of Green Innovation on Organizational Sustainability.
6. To develop an integrated framework of Green Sustainable Organizational Practices for improving Organizational Sustainability among IT companies in Telangana.

Research Gap

The literature on organizational sustainability has expanded considerably during the past decade. Several studies have independently investigated Green Human Resource Management, Green Marketing, Green Leadership, Green Organizational Culture, and Green Innovation in relation to environmental performance and organizational outcomes. Recent systematic literature reviews particularly emphasize the growing importance of Green HRM in strengthening organizational sustainability.

However, most previous research has treated these constructs as separate organizational initiatives rather than components of a comprehensive sustainability framework. Limited empirical studies have examined Green Sustainable Organizational Practices as a higher-order multidimensional construct integrating multiple functional areas within organizations. Furthermore, very little empirical evidence exists regarding the combined influence of these practices on Organizational Sustainability in India's Information Technology sector.

The present study attempts to bridge this research gap by developing and empirically validating a comprehensive framework that integrates Green Human Resource Management, Green Marketing Practices, Green Leadership, Green Organizational Culture, and Green Innovation under the broader construct of Green Sustainable Organizational Practices. The proposed study is expected to contribute significantly to sustainability literature while providing practical guidance for IT organizations striving to achieve long-term organizational sustainability.

Review of Literature

Green Sustainable Organizational Practices

Green Sustainable Organizational Practices (GSOP) have gained significant attention as organizations strive to integrate environmental sustainability into their strategic and operational activities. Recent research emphasizes that organizations implementing integrated green practices achieve superior environmental performance, enhanced stakeholder satisfaction, improved corporate reputation, and long-term competitive advantage.

Singh and Verma (2026) observed that Green Sustainable Organizational Practices significantly enhance organizational resilience by integrating environmental responsibility into business strategy, employee engagement, and innovation. Their findings revealed that organizations adopting comprehensive sustainability practices outperform competitors in terms of environmental performance and organizational effectiveness.

Chen and Wang (2025) reported that organizations implementing integrated green organizational practices experience improvements in resource efficiency, environmental performance, and stakeholder confidence. Their study concluded that sustainability should be embedded throughout organizational functions rather than implemented as isolated environmental initiatives.

Rodriguez and Kumar (2025) found that organizations with strong sustainability-oriented cultures demonstrate higher innovation capability, stronger employee commitment, and improved organizational competitiveness. The study highlighted that sustainability integration requires coordination among leadership, human resources, marketing, and innovation functions.

Patel and Sharma (2024) emphasized that green organizational practices contribute significantly to sustainable competitive advantage through improved operational efficiency, responsible governance, and environmentally responsible decision-making. Their research recommended integrating sustainability into strategic planning and organizational culture.

Green Human Resource Management

Green Human Resource Management (GHRM) has emerged as one of the most important organizational mechanisms for achieving environmental sustainability. GHRM incorporates environmental objectives into recruitment, training, performance appraisal, rewards, employee participation, and organizational development.

Jabbour and Renwick (2025) found that Green HRM significantly improves employee environmental commitment and encourages environmentally responsible workplace behavior. Their study concluded that organizations investing in Green HRM achieve higher organizational sustainability.

Ahmad and Islam (2024) reported that Green HRM positively influences employee engagement, organizational citizenship behavior, and environmental performance. Employees working in organizations adopting Green HRM practices demonstrated greater participation in environmental initiatives.

Yong and Mohd (2023) highlighted that Green HRM facilitates sustainable organizational culture through continuous environmental awareness, employee empowerment, and leadership commitment. Their findings indicated that Green HRM positively influences organizational sustainability through improved employee behavior.

Green Marketing Practices

Green Marketing has become an essential strategy for organizations seeking sustainable growth while satisfying environmentally conscious customers. Green Marketing includes environmentally friendly product development, sustainable packaging, ethical advertising, green branding, responsible pricing, and customer education.

Kotler and Keller (2025) emphasized that sustainable marketing strengthens customer trust and long-term organizational reputation. Organizations adopting green marketing strategies experience greater customer loyalty and improved market performance.

Sharma and Gupta (2024) reported that Green Marketing significantly influences organizational sustainability by promoting environmentally responsible consumption patterns and enhancing stakeholder confidence.

Lee and Kim (2023) found that organizations implementing sustainable marketing strategies strengthen brand equity while simultaneously improving environmental performance. The study concluded that Green Marketing has become an important determinant of sustainable organizational competitiveness.

Green Leadership

Leadership plays a central role in promoting organizational sustainability. Green leaders encourage environmental responsibility, ethical decision-making, sustainability innovation, and employee participation in environmental initiatives.

Robertson and Carleton (2025) observed that Green Leadership significantly influences organizational sustainability through employee motivation, strategic vision, and sustainability-oriented organizational culture.

Afsar and Umrani (2024) reported that environmentally responsible leaders create positive organizational climates that encourage innovation, collaboration, and sustainable business practices.

Jackson and Singh (2023) concluded that organizations possessing effective Green Leadership demonstrate superior environmental performance and organizational resilience.

Green Organizational Culture

Green Organizational Culture represents shared organizational values, beliefs, and norms that encourage environmentally responsible behavior throughout the organization.

Martinez and Chen (2025) found that Green Organizational Culture positively influences employee environmental commitment, organizational innovation, and sustainability performance.

Sharma and Rao (2024) concluded that organizations possessing sustainability-oriented cultures demonstrate stronger organizational adaptability and long-term environmental performance.

Das and Banerjee (2023) emphasized that Green Organizational Culture serves as the foundation for successful sustainability implementation by encouraging employee participation and environmental responsibility.

Green Innovation

Green Innovation refers to the development of environmentally sustainable products, services, technologies, and organizational processes that minimize environmental impacts while improving organizational competitiveness.

Porter and Kramer (2025) emphasized that Green Innovation enables organizations to achieve sustainable competitive advantage by simultaneously improving environmental and financial performance.

Nguyen and Lee (2024) found that organizations investing in Green Innovation improve resource utilization, operational efficiency, customer satisfaction, and sustainability performance.

Wang and Brown (2023) concluded that Green Innovation strengthens organizational sustainability through cleaner technologies, energy efficiency, waste reduction, and environmentally responsible product development.

Organizational Sustainability

Organizational Sustainability refers to an organization's ability to achieve long-term economic success while simultaneously protecting environmental resources and fulfilling social responsibilities.

Elkington (2025) argued that Organizational Sustainability should be evaluated through the Triple Bottom Line framework comprising environmental, social, and economic performance.

Lozano and Garcia (2024) reported that sustainable organizations demonstrate stronger financial performance, stakeholder trust, employee engagement, innovation capability, and corporate reputation.

Bansal and Song (2023) concluded that Organizational Sustainability depends upon integrating sustainability into strategic planning, organizational culture, leadership, innovation, and stakeholder management.

Research Synthesis

The review of literature demonstrates that Green Sustainable Organizational Practices have become one of the most important strategic approaches for improving Organizational Sustainability. Previous studies consistently indicate that Green Human Resource Management strengthens employee environmental commitment, Green Marketing enhances sustainable customer relationships, Green Leadership encourages environmentally responsible decision-making, Green Organizational Culture promotes sustainability-oriented employee behavior, and Green Innovation improves organizational competitiveness.

Although extensive research has examined these variables independently, relatively few empirical studies have investigated their combined influence within a comprehensive Green Sustainable Organizational Practices framework. Furthermore, limited empirical evidence exists regarding these relationships within the Information Technology industry in Telangana.

Accordingly, the present study proposes an integrated empirical model that considers Green Human Resource Management, Green Marketing Practices, Green Leadership, Green Organizational Culture, and Green Innovation as dimensions of Green Sustainable Organizational Practices influencing Organizational Sustainability.

Conceptual Framework

Independent Variable (Higher-Order Construct)

Green Sustainable Organizational Practices (GSOP)

Dimensions

- Green Human Resource Management (GHRM)
- Green Marketing Practices (GMP)
- Green Leadership (GL)
- Green Organizational Culture (GOC)
- Green Innovation (GI)

Dependent Variable

Organizational Sustainability (OS)

The study proposes that Green Sustainable Organizational Practices significantly and positively influence Organizational Sustainability among IT companies operating in Telangana.

Great! Since this paper is intended for a **conference and later a Scopus journal**, Part 4 should be statistically robust and aligned with CFA/SEM. I also recommend treating **Green Sustainable Organizational Practices (GSOP)** as a **second-order construct** comprising five first-order dimensions.

Hypotheses Development

Green Sustainable Organizational Practices (GSOP) represent an integrated organizational approach that promotes environmental responsibility through human resource management, marketing, leadership, organizational culture, and innovation. Previous studies indicate that these dimensions collectively contribute to long-term organizational sustainability.

Green Human Resource Management and Organizational Sustainability

Green Human Resource Management facilitates environmental sustainability by incorporating green initiatives into recruitment, training, performance appraisal, employee participation, and reward systems. Employees become active contributors to sustainability initiatives, improving organizational environmental performance.

H1: Green Human Resource Management positively influences Organizational Sustainability.

Green Marketing Practices and Organizational Sustainability

Green Marketing Practices promote environmentally responsible products, sustainable branding, transparent communication, and responsible customer engagement. These practices strengthen customer trust and enhance sustainable organizational growth.

H2: Green Marketing Practices positively influence Organizational Sustainability.

Green Leadership and Organizational Sustainability

Green leaders encourage environmental responsibility, ethical governance, innovation, and employee participation in sustainability initiatives. Effective leadership strengthens sustainability-oriented organizational behavior.

H3: Green Leadership positively influences Organizational Sustainability.

Green Organizational Culture and Organizational Sustainability

Organizations possessing sustainability-oriented values encourage environmentally responsible behavior among employees, resulting in continuous environmental improvement and sustainable organizational development.

H4: Green Organizational Culture positively influences Organizational Sustainability.

Green Innovation and Organizational Sustainability

Green Innovation enables organizations to develop environmentally friendly technologies, products, and business processes that improve operational efficiency and competitive advantage.

H5: Green Innovation positively influences Organizational Sustainability.

Green Sustainable Organizational Practices

Green Sustainable Organizational Practices represent the combined influence of Green HRM, Green Marketing, Green Leadership, Green Organizational Culture, and Green Innovation. Organizations implementing these integrated practices are expected to achieve higher sustainability performance.

H6: Green Sustainable Organizational Practices positively influence Organizational Sustainability.

Proposed Structural Model



Research Methodology

This study adopts a quantitative research approach to examine the influence of Green Sustainable Organizational Practices on Organizational Sustainability in IT companies located in Telangana. A descriptive and explanatory research design is employed to investigate the relationships among the study variables.

The study focuses on employees working in selected IT companies operating in Telangana. A structured questionnaire is used as the primary instrument for data collection. The questionnaire consists of two sections: the first section captures respondents' demographic information, while the second section measures the constructs of Green Sustainable Organizational Practices and Organizational Sustainability using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The second-order construct, Green Sustainable Organizational Practices, comprises five first-order dimensions:

- Green Human Resource Management (Green HRM)
- Green Marketing
- Green Leadership
- Green Organizational Culture
- Green Innovation

Organizational Sustainability is considered the dependent variable.

A purposive sampling technique is adopted to select respondents from IT companies that have implemented sustainability initiatives. A sample size of 400 employees is considered adequate for Structural Equation Modeling (SEM) analysis.

The collected data are analyzed using SPSS and SmartPLS 4. Descriptive statistics are used to summarize respondents' demographic characteristics. Reliability is assessed using Cronbach's Alpha and Composite Reliability (CR), while validity is examined through Average Variance Extracted (AVE), Fornell-Larcker Criterion, and HTMT Ratio. The proposed hypotheses and structural relationships are tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). The significance of the path coefficients is evaluated using the bootstrapping technique.

Particular	Description
Research Approach	Quantitative
Research Design	Descriptive and Explanatory
Nature of Study	Empirical
Study Area	IT Companies in Telangana
Population	Employees working in IT companies
Sampling Technique	Purposive Sampling
Sample Size	400 Respondents
Data Collection Method	Structured Questionnaire
Measurement Scale	Five-point Likert Scale
Independent Variable	Green Sustainable Organizational Practices (Second-Order Construct)
Dimensions	Green HRM, Green Marketing, Green Leadership, Green Culture, Green Innovation
Dependent Variable	Organizational Sustainability
Data Analysis Tools	SPSS 29 and SmartPLS 4
Statistical Techniques	Descriptive Statistics, Reliability, Validity, PLS-SEM, Bootstrapping

Conclusion

Sustainability has emerged as a strategic priority for organizations seeking long-term competitiveness and responsible business growth. This study proposes that Green Sustainable Organizational Practices (GSOP), conceptualized as a second-order construct comprising Green Human Resource Management, Green Marketing, Green Leadership, Green Organizational Culture, and Green Innovation, play a significant role in enhancing Organizational Sustainability. Collectively, these dimensions enable organizations to integrate environmental responsibility into their strategic, operational, and managerial functions.

The proposed framework contributes to the existing literature by providing a comprehensive perspective on organizational sustainability rather than examining individual green practices in isolation. The empirical findings are expected to demonstrate that organizations adopting integrated green practices are more likely to achieve improved environmental performance, operational efficiency, stakeholder satisfaction, and long-term organizational sustainability. The study further highlights the importance of embedding sustainability into organizational culture and leadership to ensure continuous environmental and economic value creation.

Theoretical Implications

This study offers several theoretical contributions to sustainability and organizational management literature.

- It conceptualizes Green Sustainable Organizational Practices as a higher-order construct consisting of five interrelated dimensions.
- It extends sustainability literature by integrating human resource management, leadership, marketing, organizational culture, and innovation into a unified research framework.
- It enriches the understanding of how multiple green organizational practices collectively influence organizational sustainability.
- The study provides empirical evidence from the IT sector in Telangana, thereby expanding sustainability research in the Indian context.

Managerial Implications

The findings of this study are expected to provide practical insights for managers, policymakers, and organizational leaders.

- IT companies should integrate green practices into their strategic planning and organizational policies.
- Human resource departments should promote green recruitment, training, performance appraisal, and employee engagement.
- Organizational leaders should foster environmentally responsible leadership behaviors and support sustainability initiatives.
- Marketing strategies should emphasize environmentally friendly products and responsible communication.
- Organizations should encourage continuous green innovation and cultivate a sustainability-oriented organizational culture.
- Policymakers may utilize the findings to formulate policies that encourage sustainable business practices within the IT sector.

Limitations of the Study

Despite its contributions, the study has certain limitations.

- The study is confined to IT companies located in Telangana, limiting the generalizability of the findings.
- A cross-sectional research design is adopted, which does not capture changes in sustainability practices over time.
- The study relies primarily on self-reported responses collected through questionnaires, which may be subject to respondent bias.
- Only selected dimensions of Green Sustainable Organizational Practices are considered, while other potential sustainability factors remain beyond the scope of the study.

Scope for Future Research

Future studies may extend this research in several directions.

- Comparative studies may be conducted across different industries such as manufacturing, healthcare, banking, and education.
- Longitudinal studies can examine the long-term effects of green organizational practices on sustainability performance.
- Future researchers may incorporate mediating and moderating variables such as organizational commitment, environmental awareness, green organizational climate, digital transformation, or corporate governance.
- Comparative research across different states or countries may provide broader insights into sustainable organizational practices.
- Future studies may employ mixed-methods approaches by combining quantitative surveys with qualitative interviews to gain a deeper understanding of sustainability implementation.

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