



Comparison of Green ICT Practices Between Malaysian and Palestinian Food Companies

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Abstract:

An increased awareness of the harmful effects of industrial operations of environment pushing businesses to save the environment. Green information and communication technology (Green ICT) has a new function by implement solutions and helping to create a greener, more sustainable environment which offering economic benefits. Furthermore, Green ICT promotes the sustainability of industry operations. Sustainability has received much attention to companies and industries especially in food business. In this research, we compare quantitative evidence of Green ICT adoption of food industrial in Malaysia and Palestine. To this end, we first investigate the practices that are related to the food industrial operations of food companies in the aforementioned two countries. Then from literature analysis, we identify and extract the main factors that affect sustainable industrial operations, and we found them to be four factors, namely environment, social responsibility, economic and technology. Questionnaires were used as tools for data collection and were distributed over a total of 100 managers of SMEs from the food industry; 50 managers were from Malaysian food companies and 50 from Palestinian food companies where the response rate was 60%. The responses' data were analysed using statistical methods of reliability and validity. Independent sample T-test was conducted as to comparing with the effect of the factors of the two countries. The results reveal that there were significant differences in the four factors that influence the sustainability of food industrial operations across the two countries. Our results confirmed the assumed hypothesis indicating the existence of significant differences in the four factors of Malaysian and Palestinian food supply companies. The results suggest that Malaysian food supply companies were more successful than those in Palestine in adopting Green ICT related to environmental and technological factors. Consequently, it is concluded that with higher adoption rates of Green ICT practices, such efforts pay off for better quality of sustainable supply chain and better market competition.