Original Research Paper

Management

CONSCIOUS MANIFESTATIONS AND ITS PERCEPTION OF CARBON FOOTPRINT MANAGEMENT PRACTICES AMONG THE MANAGEMENT STUDENTS ABOUT THE SUSTAINABILITY PRACTICES ADOPTED IN THE ORGANIZATIONS: AN EMPIRICAL STUDY

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ABSTRACT There have been numerous studies on Carbon Foot Print Management practices adopted by the large cap Corporates but scant attention has been paid to little Small and Medium caps in MSME sectors. This paper examines the Meta cognitive learning and perception among Post Graduate students about the green management practices adopted in MSME

sector across different verticals.

The respondents had a year of Post Graduate Management education, across different domains, prior to their internships in these sectors. Their perceptions have been captured through a structured questionnaire based on likert scale rating.

The significant outcome is that students have gained a greater insight into understanding and response to metrics pertaining to green management. This lends credibility for extrapolation and scaling. Presently scalability constraints precludes generalization.

On the flip side, the authors also solicited opinion of the Managers, of the organizations where such students normally do internship for the same parameters.

KEYWORDS : Profitability, Green management practices, Carbon footprint Management, Scalability.

INTRODUCTION:

The Johannesburg Earth Summit in September 2002 reiterated the critical role of education as one means for realizing a sustainable future (United Nations, 2002).Since, then the special role of education systems have been in bringing transformative changes. Consequently Higher education (HE) positions itself as the vanguard of developing potential leadership role across societies. An inclusive view of the term "sustainability" is adopted, (Wals and Jickling, 2002, pp. 221-3). To respond effectively, He must reorient its role in developing this expertise (Bawden, 2004, p. 29; Corcoran and Wals, 2004, p. 4; Sterling, 2004).Besides Innovation, integration lies at the heart of Environmental Education for Sustainability (Tilbury, 1998a).It is expected that institutions in the process of transformation can bring in changes for a better world.

The terms 'critical reflection', 'values clarification' and 'participative action research' have become core components of Environmental Education for Sustainability (see Sterling et al., 1992; Fien & Trainer, 1993; Gough & Robottom, 1993; Huckle & Sterling, 1996; Huckle, 1997; Robottom, 1987; Fien & Tilbury, 1996; Hesselink et al., 2000; Tilbury, 1993; 2001a; 2001b). These approaches provide opportunities for students; to engage in critical observations about the implicit and explicit practices adopted in the organization with which they interact.

Literature review:

- 1. Koon-Kwai Wong's investigation shows that Chinese students were conscious about the seriousness of environmental problems, not only in their country but also across the world with certain amount of pessimism. The positive flip side being rising environmental awareness among these young intellectuals which would ultimately spark environmental activism in China.
- Ágnes et al., (2012) found among the Hungarian students a strong correlation between the intensity of environmental education and the environmental knowledge of students. This, according to them, is attributable, partly due to the environmental education itself and partly due to the higher intrinsic motivation of committed students.
- Chung and Hao Tsai (2016) opine that by highlighting the importance of marine environmental awareness among students helps in the development of ocean citizenship as well as the sustainability of the marine environment.
- 4. According to Paul C. Stern Thomas Dietz, (1994), Environmental concern is related to egoistic, social-altruistic, and biospheric value orientations of the individuals and the society.
- 5. Research findings of Dicle Ouz et al., (2010) show that even though students take many courses on the environmental

issues, there on ground implementation is lower than the expected. He opines that environmental knowledge do not always influence awareness and behavioural intentions.

Statement of the problem:

While the literature reflects on the awareness among student due to inherent pedagogical manifestations, the pertinent questions is how they are able to perceive both implicit and explicit practices, which are non-mandatory ones, in the smaller organizations. Robust practices in organizations means better understanding and easy absorption by the interns. However this needs verification and hence the study.

Scope of the study:

The present scope of the study confines to one particular institution.

Research objective

The key research objectives are as follows:

- To ascertain the uniformity in the awareness among the management students about the sustainability practices adopted in the organizations
- To understand the assessment of the students on practice of the parameter variables specified in the instrument and their impact on profitability
- Does the perception of the managers correlate positively with the interns or otherwise

Research: Exploratory

Sampling method: Specific selection of Third semester students who have completed internship after one year of Management education. Random selection of Middle level managers who normally interact with such interns.

Setting of the Hypothesis: First Hypothesis

 H_0 (1): There is no significant perceptional difference in perception among the student across different domains.

 H_1 (1): There is significant perceptional difference in perception among the student across different domains.

Pvalue<=0.05

Second Hypothesis

 \mathbf{H}_{o} (2): There is no positive and significant relationship between profitability and adoption of green practices.

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H, (2): There is positive and significant relationship between profitability and adoption of green practices.

Pvalue<=0.05

Data instrument and collection: A structured questionnaire has been administered regarding the green practices adopted in their respective organization. Fourteen questions were set and metrics for questionnaire was likert scale rating methodology.

Hypothesis Testing:

First Hypothesis

 H_0 (1): There is no significant perceptional difference in perception among the student across different domains.

 \mathbf{H}_{1} (1): There is significant perceptional difference in perception among the student across different domains.

Pvalue<=0.05

4.66013

4 8527

RESULTS AND INFERENCE:

Table 1: It shows the summary results of Two Factor Anova without replication

F crit

2.06354

3 34039

P-value

0.00026

0.01551

From the above data it can be inferred that there is no difference in perception among the groups .This implies across the three domains there is unified thinking among the students regarding their perception about green practices adopted in their respective organization, which is significant factor to contend with.

Second Hypothesis

 H_0 (1): There is positive and significant relationship between profitability and adoption of green practices.

 \mathbf{H}_{1} (1): There is no positive and significant relationship between profitability and adoption of green practices

While this may seem good, the question then arises is that do the students opine whether such practices leads to profitability or add only to costs. The group of students were asked to rate the impact of such practices on the profitability of the organizations. Considering the profitability as dependent variable and other factors as different variables multiple regression tests were conducted the results of the test are as follows.

Table 2: It shows the results of the multiple regressions. Initial tests revealed two outliers which were not considered in the subsequent regressions. Profitability is considered as the dependent variable and others considered as dependent variables.

1.0527	0.01	551	5.5 1055					
ANOVA								
	df	SS	MS	F	Significance F			
Regression	13	5.466779	0.420521	9.29E+30	0			
Residual	21	9.51E-31	4.53E-32					
Total	34	5.466779						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.33E-16	4.32E-16	0.770457	0.449611	-5.7E-16	1.23E-15	-5.7E-16	1.23E-15
3	0.0769	6E-17	1.28E+15	7.2E-305	0.076923	0.076923	0.076923	0.076923
2	0.0769	5.08E-17	1.52E+15	2.1E-306	0.076923	0.076923	0.076923	0.076923
4	0.07692	6.08E-17	1.26E+15	9.6E-305	0.076923	0.076923	0.076923	0.076923
4	0.0769	5.51E-17	1.4E+15	1.2E-305	0.076923	0.076923	0.076923	0.076923
3	0.0769	5.76E-17	1.33E+15	3E-305	0.076923	0.076923	0.076923	0.076923
4	0.0769	5.44E-17	1.41E+15	9.2E-306	0.076923	0.076923	0.076923	0.076923
3	0.0769	4.64E-17	1.66E+15	3.3E-307	0.076923	0.076923	0.076923	0.076923
3	0.0769	7.42E-17	1.04E+15	6.2E-303	0.076923	0.076923	0.076923	0.076923
3	0.0769	6.7E-17	1.15E+15	7.2E-304	0.076923	0.076923	0.076923	0.076923
4	0.0769	4.95E-17	1.55E+15	1.3E-306	0.076923	0.076923	0.076923	0.076923
2	0.0769	4.75E-17	1.62E+15	5.4E-307	0.076923	0.076923	0.076923	0.076923
2	0.0769	4.56E-17	1.69E+15	2.3E-307	0.076923	0.076923	0.076923	0.076923
3	0.0769	5.27E-17	1.46E+15	4.7E-306	0.076923	0.076923	0.076923	0.076923

The results of the regression show that coefficients of variables considered in the study is positive and significant.

Results of Correlation test values: 0.106591

Correlation of the data between the Managers' perception and students' perception

While the above two hypotheses has been based on the students perception about green practices, the data for same questionnaire has been collected from the Managers. Correlation tests show that there is a weak correlation between the two, but positive. This implies that managers still opine that the assimilation of green practices among students, even though positive but still not up to a significant level.

CONCLUSION:

Based on the information collected from the structured data and the statistical test, following inference can be drawn.

a) Student's exposure to organization during internship has positive benefits not only on the awareness among the performance of the organization but also on the green environmental practices which is a significant unintended positive benefit.

- b) In future a pre-training, in these aspects will further improve their cognitive abilities w.r.t environmental practices.
- c) The responses of the managers aligns with the perceptions of the students.

Implicitly one can infer that the curriculum and the pedagogies have created a unified thought among the management graduates, but still a long way to go.

Caveats: The interpretation to the structured questionnaire is best relative values and not the absolute values. The results cannot be generalized across the student community because it was limited to one institution only.

Directions for future research: The data across different institutions can be collected across the state and inference can be training. SME have wider coverage in terms of geography and demographics. Hence further research in this direction can have a far reaching positive impact. The concept of Triple bottom line can move from corporate to class, in a real sense.

Research implications: Pre-training on observable parameters needs to be an essential part of non-curriculum pedagogies for

bringing awareness among the student community. A study of this nature involving small and medium enterprises has a greater benefit in the long term. The students of 2 Tier/3 Tier B-Schools will be working in many of such business enterprises during their initial stages of career. Their cognizant level of awareness will have a positive impact on implementation. In India the sheer volume of MSME's means high impact on benefits. All these factors are implementable without significant cost implications. This lends credence to our study.

Questionnaire: Action towards the concept of green About Green practices

- 1. Use of recycle paper, cans and bottles in the office and recognize department efforts
- 2. Use air conditioning with discretion
- 3. Suggest lighting changes and use more energy efficient bulbs
- Increase in use of teleconferencing rather than one site meeting
 Promoting reduced paper use
- 6. Turn off office lights, computer and printers after work hours
- 7. Implementing wellness program to get into know the employee's proper nutrition, fitness and healthy living.
- 8. Put computer and printer on energy saving settings when known that you will be away for a while.
- 9. Promoting web or teleconferencing to reduce travel.

10. Make to play green themed games to promote environmental friendly behavior and staff togetherness.

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