

2024

FBM

Insights



eISSN 2716-599X



772716 599000
e-ISSN 2716-599X

VOLUME 9

FACULTY OF
BUSINESS AND
MANAGEMENT

UiTM *di hatiku*

FBM INSIGHTS

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Kedah

e-ISSN 2716-599X

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,
Universiti Teknologi MARA Cawangan Kedah

Published date : 30 April 2024

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.

FBM INSIGHTS EDITORIAL BOARD

Advisor

Dr. Yanti Aspha Ameira binti Mustapha, Universiti Teknologi MARA Cawangan Kedah

Chief Editor

Dr. Zuraidah binti Mohamed Isa, Universiti Teknologi MARA Cawangan Kedah
Dr. Norhidayah binti Ali, Universiti Teknologi MARA Cawangan Kedah Managing

Managing Editor

Dr. Azyyati binti Anuar, Universiti Teknologi MARA Cawangan Kedah
Puan Nurfaznim binti Shuib, Universiti Teknologi MARA Cawangan Kedah
Puan Nurul Izzati binti Idrus, Universiti Teknologi MARA Cawangan Kedah

Editors

Dr. Dahlia binti Ibrahim, Universiti Teknologi MARA Cawangan Kedah
Dr. Roziyana binti Jafri, Universiti Teknologi MARA Cawangan Kedah
Puan Rosliza binti Md. Zani, Universiti Teknologi MARA Cawangan Kedah
Puan Najah binti Mokhtar, Universiti Teknologi MARA Cawangan Kedah
Puan Yong Azrina binti Ali Akbar, Universiti Teknologi MARA Cawangan Kedah
Puan Hanani binti Hussin, Universiti Teknologi MARA Cawangan Kedah
Puan Shakirah binti Mohd Saad, Universiti Teknologi MARA Cawangan Kedah
Encik Mohd Radzi bin Mohd Khir, Universiti Teknologi MARA Cawangan Kedah
Puan Wan Shahrul Aziah binti Wan Mahamad, Universiti Teknologi MARA Cawangan Kedah
Puan Syukriah binti Ali, Universiti Teknologi MARA Cawangan Kedah
Dr. Rabitah binti Harun, Universiti Teknologi MARA Cawangan Kedah
Puan Fatihah Norazami binti Abdullah, Universiti Teknologi MARA Cawangan Kedah
Puan Jamilah binti Laidin, Universiti Teknologi MARA Cawangan Kedah

Manuscript Editor

Dr. Siti Norfazlina binti Yusof, Universiti Teknologi MARA Cawangan Kedah
Dr. Berlian Nur binti Morat, Universiti Teknologi MARA Cawangan Kedah
Puan Nor Asni Syahriza binti Abu Hassan, Universiti Teknologi MARA Cawangan Kedah

Secretary

Puan Intan Nazrenee binti Ahmad, Universiti Teknologi MARA Cawangan Kedah
Puan Syahrul Nadwani binti Abdul Rahman, Universiti Teknologi MARA Cawangan Kedah

Technical Board

Dr. Afida binti Ahmad, Universiti Teknologi MARA Cawangan Kedah

Graphic Designer

Dr. Shafilla binti Subri, Universiti Teknologi MARA Cawangan Kedah

14.	THE ECONOMICS OF TOURISM	39
	<i>Muhammad Hanif Othman & Zouhair Mohd Rosli</i>	
15.	THE IMPACT OF SUPPLEMENTARY SERVICE TOWARDS CUSTOMER SATISFACTION	43
	<i>Ramli Saad, Wan Shahrul Aziah Wan Mahamad & Yong Azrina Ali Akbar</i>	
16.	NAVIGATING CHALLENGES: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON JOB SATISFACTION	46
	<i>Rosliza Md Zani, Syukriah Ali & Shakirah Mohd Saad</i>	
17.	SOCIAL MEDIA DYNAMICS IN HIGHER EDUCATION: FROM MANAGEMENT PERSPECTIVES	49
	<i>Shakirah Mohd Saad & Rosliza Md Zani</i>	
18.	CAN THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) BE ACHIEVED BY 2030?	52
	<i>Muhammad Zarunnaim Haji Wahab & Mohamad Hanif Abu Hassan</i>	
19.	UNDERSTANDING 5Cs OF CREDIT ANALYSIS FOR SMALL BUSINESSES	56
	<i>Anita Abu Hassan & Mohd Syazrul Hafizi Husin</i>	
20.	GREEN OFFICE PRACTICES TOWARDS SUSTAINABLE WORK ENVIRONMENTS	58
	<i>Norafiza Mohd Hardi, Nurliyana Abas & Azlyantiny Mohammad</i>	
21.	SCARCITY PROMOTION TRIGGERS IMPULSE BUYING BEHAVIOUR	60
	<i>Syahida Abd Aziz & Roziyana Jafri</i>	
22.	ENHANCING STUDENT ASSESSMENT IN ONLINE LEARNING: A CONTEMPORARY APPRAISAL	63
	<i>Abd Rasyid bin Ramli, Burhanuddin bin Haji Wahab & Ahmad Fauzi bin Yahaya</i>	
23.	PERFORMANCE REVIEWS: WHY DOES IT MATTER?	66
	<i>Roziyana Jafri, Syahida Abd Aziz & Kardina Kamaruddin</i>	

GREEN OFFICE PRACTICES TOWARDS SUSTAINABLE WORK ENVIRONMENTS

Norafiza Mohd Hardi

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
nora0717@uitm.edu.my

Nurliyana Abas

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
liyana322@uitm.edu.my

Azlyantiny Mohammad

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah
azlyantiny@uitm.edu.my

INTRODUCTION

A Green Office is a workplace that prioritizes sustainability, environmental responsibility, and efficiency in its operations and practices. The concept is to reduce the environmental impact of office operations and promote a healthier and more environmentally friendly workplace. According to the World Wide Fund for Nature Finland (2016), green office is an environmental management system for offices and an ideal tool for successful and sustainable organizations. Organizations that practice a green workplace can easily reduce their ecological footprint, promote sustainable lifestyles and mitigate climate change. Yee Sin et al. (2021) stated that Green Office refers to environmentally responsible office practices and resource efficiency that help reduce the environmental impact of office activities and contribute to sustainable development. The US Environmental Agency defined a green office as an environmentally responsible structure with limited use of available resources.

Malaysia has been actively working on sustainable development and green initiatives, including plans for green technology. According to Ministry of Energy, Green Technology and Water (2017), the Green Technology Master Plan (GTMP) 2017-2030 has earmarked green growth as one of six priorities altering the trajectory of the nation's growth. The GTMP creates a framework that facilitates the mainstreaming of green technology into Malaysia's planned developments. It also encompasses the four pillars set in the National Green Technology Policy (NGTP): energy, environment, economy, and social.

GREEN OFFICE PRACTICES

Green Office practices encompass various strategies and initiatives to promote sustainability, reduce environmental impact, and create a healthier workspace. Here are some key practices commonly implemented in Green Offices:

1. **Energy Efficiency:** Use of energy-efficient lighting systems such as Light-emitting diode (LED) bulbs Installing motion sensors to control lighting and heating, ensuring they are only active when needed.
2. **Waste Reduction and Recycling:** Encouraging paperless operations through digital documentation and communication.
3. **Sustainable Procurement:** Purchasing eco-friendly and sustainable office supplies, such as recycled paper, biodegradable products, and non-toxic cleaning supplies and partnering with suppliers who prioritize sustainable practices and ethical sourcing.
4. **Transportation and Commuting:** Encouraging the use of public transportation, carpooling, biking, or walking through incentives like subsidies or preferred parking spots.
5. **Water Conservation:** Educating employees about water-saving practices in the office.

6. Indoor Air Quality Improvement: Ensuring proper ventilation to reduce indoor air pollutants.
7. Employee Engagement and Education: Conducting workshops or training sessions on sustainable practices and creating a culture of sustainability through regular communication and awareness campaigns.
8. Green Spaces: Designing or maintaining green spaces within the office premises, such as rooftop gardens or indoor plants, to improve esthetics and air quality.
9. Remote Work Policies: Encouraging remote work when feasible, reducing commuting and office energy consumption.
10. Measurement and Reporting: Tracking and measuring the impact of green practices through metrics like energy consumption, waste reduction, and carbon footprint and sharing progress and achievements with employees to foster a sense of collective responsibility.

CONCLUSION

Implementing these practices not only helps in reducing the environmental footprint of the office but also contributes to cost savings, employee satisfaction, and overall well-being. Furthermore, the green office concept brings multiple benefits to the environmental, economic, and social (Aroonsrimorakot et al., 2019) and indirectly influences employee job satisfaction and well-being (Norton et al., 2021). With green office implementation, offices' environmental impact will be reduced, achieving economic savings. At the same time, it will lessen the burden on the environment, which will help reduce the environmental impact of climate change.

REFERENCES

- Aroonsrimorakot, S., Laiphrakpam, M., Arunlertaree, C., & Korattana, C. (2019). Green office, its features and importance for sustainable environmental management: A comparative review in search for similarities and differences. *Journal of Tropical Issues in Resource & Environmental Economics*, 14(5), 31–38. <https://doi.org/10.14456/jtir.2019.46>
- Ministry of Energy, Green Technology and Water Malaysia. (2017). *Green technology master plan Malaysia 2017 – 2030*. Ministry of Energy, Green Technology and Water (KeTTHA). <https://www.pmo.gov.my/wp-content/uploads/2019/07/Green-Technology-Master-Plan-Malaysia-2017-2030.pdf>
- Norton, T. A., Ayoko, O. B., & Ashkanasy, N. M. (2021). A socio-technical perspective on the application of green ergonomics to open-plan offices: A review of the literature and recommendations for future research. *Sustainability (Switzerland)*, 13(15). <https://doi.org/10.3390/su13158236>
- Yee Sin, O., Yusof, N., & Osmadi, A. (2021). Challenges of green office implementation: A case study in Penang, Malaysia. *International Journal of Sustainable Construction Engineering and Technology*, 12(1), 153–163. <https://doi.org/10.30880/ijscet.2021.12.01.015>
- World Wide Fund for Nature Finland. (2016, December 17). *What is the green office?* WWF Finland. <https://wwf.fi/en/green-office/what-is-green-office>