EDITORIAL PREFACE

K. Ganesh, McKinsey & Company, Chennai, Tamilnadu, India

S. P. Anbuudayasankar, Amrita Vishwa Vidyapeetham, Coimbatore, Tamil Nadu, India

Welcome to Volume 4, Issue 2 of the *International Journal of Green Computing* (IJGC).

Green IT and Supply chain sustainability is a business issue affecting an organization's supply chain in terms of environmental, risk, and waste costs. Green IT and Sustainability in the supply chain is increasingly seen among high-level executives as essential to delivering long-term profitability and has replaced monetary cost, value, and speed as the dominant topic of discussion among purchasing and supply professionals. The six papers in this issue would reflect these ideas directly as well as indirectly.

Though green information and communication technology (ICT) is gradually becoming a buzzword, not much scholarly attention has delved into the motivations that can entice organizations to adopt it to address this issue. In the first paper, Snehasish Banerjee et al proposed a three-tier theoretical framework consisting of management, technological, marketing, financial and regulatory motivations, and acts as an eye-opener for non-green organizations by suggesting that it is their inability to identify these motivations that prevent them from adopting green ICT.

In the second paper, Sanjay Mohapatra identified the factors that will make e-commerce adoption a sustainable one in a developing country like India. Using secondary research, variables that influence decision for e-commerce adoption were determined. Then using primary research, these variables were tested in different SMEs in Odisha, India. Data from 50 organizations were collected using a structured interview process. The results of data analysis using discriminant analysis indicate that Organizational readiness, managerial productivity, external pressure, decision aids, compatibility, and perceived usefulness were factors found are important determinants of adoption.

In the third paper, Rika Ampuh Hadiguna designed a DSS for performance assessment of Sustainable supply chain management. There are some elements in designed DSS namely existing achievement, standards, indicators achievement and priority, computation algorithm, and recommendation for improvement. Theoretical contribution of this study is development of relationship between total and partial performance in mathematical formulation. The model that has been presented is still using generic indicators. If the particular company would like to apply model that additional indicators should change the encoding computer program. However, the modification is very easy to perform. DSS structure of this study is still able to accommodate any kind of particular requirement.

In the fourth paper, Tom Page examines the way in which consumers interact with mobile technologies such as smartphones in order to ascertain the effect of these technologies on product markets and consumer lifestyle. Despite challenges present in the current tablet style of smartphones users felt they were able to overcome this by personalisation of the interface. Research through surveys and interviews concludes that both positive and negative aspects have been shown to exist within a new smartphone culture, these are largely reported as positive due to easier availability of information when a smartphone is accessible.

In the fifth paper, Vishnu and Balaswamy proposed a method to estimate the AUC of Binormal ROC model by taking into account the confidence interval of mean and corresponding variances. ROC Curve is the most widely used statistical technique for classifying an individual into one of the two pre-determined groups basing on test result. Area under the curve (AUC) is a measure of accuracy which exhibits the discriminating power of the test with respect to a threshold or cutoff value. In medical diagnosis, this technique has its relevance to study and compare different diagnostic tests. In this paper, a method is proposed to estimate the AUC of Binormal ROC model by taking into account the confidence interval of mean and corresponding variances.

In the last paper, Siddhartha Sengupta described the framework and processes elements for Enterprise Architecure and Engineering. The processes are elaborated, with special emphasis on how the initiatives were prioritized. Author analyzed the business environment for the 'emerging mega-vendors' for IT services, examined relevant elements of their SWOT and made a few recommendations for new business models of a higher scientific intensity that leverage the ORMS-based servitizing of successful IT products and offer services that create measurable business value with reliability.

Largely, readers will find this issue of the IJGC very much informative and will get resourceful information from the papers presented to practice.

K. Ganesh
Editor-in-Chief
S. P. Anbuudayasankar
Managing Editor
IJGC

K. Ganesh is working as Knowledge Specialist in Supply Chain Management - Center of Competence, McKinsey Knowledge Center, McKinsey & Company, Chennai, Tamilnadu, India. He has graduated in Mechanical and Production Engineering from Annamalai University, TamilNadu, India with the university first rank. He pursued his Masters' degree in Industrial Engineering at National Institute of Technology, Tiruchirapalli, TamilNadu, India and secured college first. He then moved to Indian Institute of Technology Madras, Chennai, TamilNadu, India where he obtained his doctoral degree in Logistics and Supply Chain Management. He was a half-time teaching and research assistant at IIT Madras awarded by MHRD research fellowship for 4 years. He then joined the supply chain management department of Lakshmi Machine Works Limited, Coimbatore as Research Analyst and worked for 2 years. He served as project leader for the five major consulting assignments namely business transformation, balanced score card, business optimization by supply chain synchronization, strategic cost reduction and knowledge management. He then joined as Assistant Consultant at Integrated Supply Chain, Manufacturing Industry Solutions Unit, Tata Consultancy Services Limited, Mumbai and worked mainly in the areas of supply chain network design and optimization for 2 years. Later he joined as Senior Consultant in Global Business Services-Global Delivery of IBM India Private Limited, Mumbai, India and worked in Supply Chain Transformation projects for various industries for the span of 2 years. He worked as visiting professor for DJ Academy for Managerial Excellence, Coimbatore, India (1st Jan 2006 to 30th July 2007), Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore, India (1st July 2006 to 30th December 2006), Sardar Vallabhai Patel Institute of Textile Management, Coimbatore, India (2nd Jan 2007 to 30th June 2007), Amrita Deemed University, Coimbatore – India (Adjunct Faculty of Research from 2006) and Swayam Siddhi College of Management and Research, Mumbai – India (12th July 2008 to Till Date). He is having 6 years consulting experience in top consulting companies and cumulative of 14 years of research, teaching and consulting experience in the supply chain domain for manufacturing, process and chemical industry. He has published 66 papers in leading international research journals such as the European Journal of Operational Research *and* Expert Systems with Applications *and 4 papers in leading national journals. He has presented and published 51 papers in the reputed international conferences and 8 research articles in the national conferences. He has written a chapter for six books. He is Editor-in-Chief for 3 international journals (IJLSCM, IJDMSCL, IJOSHRM and AJMS), Editor for IJENM and associate editor for IJLEG, AJCST and IJISSCM. He is in the editorial board for various international journals. He is referee for 12 reputed international journals. He has been honored with 3 awards for his bachelor degree and one award for his master's degree for academic excellence. He has obtained 4 awards from Tata Consultancy Services Limited and received 5 appreciation awards from IBM India Private Limited. Dr. K. Ganesh is expertise in areas such as Supply Chain (SC) Transformation, Strategic SC Network Design and Optimization, Production Planning Optimization, Inventory optimization, Demand Planning and Forecasting, Product Flow Optimization, Production Scheduling and Transportation Optimization. Among his other interests are music, counseling, website designing, interior decoration and photography. He is himself a lyricist and has written several poems in both English and Tamil.*