The Structured DevOps Practices in Green Innovation, Entrepreneurship and Renewable Development

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ABSTRACT

Purpose: The environmental issues, data massification, and opportunities presented by new technologies like the Internet of Things (IoT) and Clouds are causing a time of transformation in energy systems as a whole. The various facets of environmental sustainability and green innovation have been thoroughly studied in previous studies. Academics have conducted extensive research on the importance of green innovation, elucidating its potential to decrease resource usage, alleviate waste production, and limit detrimental emissions. These studies have also shed light on the ways in which green innovation can improve market competitiveness and operational effectiveness.

Design/Methodology/Approach: To enhance the success rate of software development projects, it is imperative for teams to possess a comprehensive skill set and broad knowledge of the entire Software Development Life Cycle (SDLC). The adoption of the DevOps approach proves to be a viable solution, as it entails team members taking on responsibilities across the entire SDLC, from initial planning to operational phases. DevOps, being a contemporary technological trend, introduces novel challenges for organizations.

Findings/Results: To address our research questions, we employed an exploratory inductive embedded case study research methodology, incorporating interviews, observations, and documentation, drawing inspiration from the works of Eisenhardt (1989) and Yin (2013). Form this hypothesis we found that the current ratio of DevOps related to green computing software applications are very low which makes its working very week.

Practical Implications: To mitigate the harmful effects of surface acting, organizations should ensure that their employees who must perform surface acting have sufficient time off from their roles, such as regular breaks, free evenings and vacations to prevent emotional exhaustion. The authors further recommend hiring only those customer care candidates who have low tendencies to be anxious while interacting with customers

Originality/Value: This research discusses the importance of economic growth as a primary goal of economic policy and how it relates to jobs and well-being, highlighting the crucial roles that innovation and entrepreneurship play in these processes. But growth-centric policies' negative effects on the environment have led to a move toward other goals, most notably sustainable development. The study looks at breakthroughs including green innovation as well as traditional and social entrepreneurship. It also examines how institutions affect these aspects and considers the possibility of reciprocal causation. The research employs a structural equation modeling (SEM) method with partial least squares (PLS) technique to uncover complex linkages between innovation, entrepreneurship, institutions, and sustainable development.

Keywords: Green Computing, SDLC, Economic Growth, System Development