

# Chapter 15

## Strategic Planning in an Era of Corporate Crisis by Using Green Management and Technology Adoption


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### **ABSTRACT**

*The competitive business world that we have today is characterized by a high range of unpredictability and uncertainty that dramatically impacts business models, consumer trends, and competitive tactics. The industries are frequently stressed and forced into damaging conditions like industry calamities (like COVID-19), and industry stock-market imbalances causing market crises. It is usually understood that such economic disruptions show that organizations must be convenient to flourish in industry calamities. Digital technologies are important first movers in future economic environments. It is mainly difficult when digital business approaches are explored to directly sort out business crises like the declaration and application of technological choices in industry calamities.*

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## INTRODUCTION AND BACKGROUND

In recent decades, climatic changes and unfriendly ecological conditions are known as the cornerstones in the widespread discussion about environmental issues (Ho, Wang et al. 2022). It is disclosed that corporations are practising activities which are resulting in global heating which is against the environment (Ahmed, Akbar et al. 2023). In this scenario, to bring in a safer environment, environmental friendliness is a prime concern for the individuals involved in the business industry. Particularly, corporations are putting more attention on different environmental programs to sense environmental activities (Li, Yin et al. 2024). Is an entire overview present to describe these various possible results? Hence, the present research is aimed at addressing this hole.

The strenuous COVID-19 and an ecological fete officially demonstrate the contaminants and very clear skies that rebounds us from Heidegger's critique of technology in *Metaphysik der Technik*. The intermingling of Human Civilization and Nature in the Anthropocene brings an out-and-out technological system throughout the distressing climate and biological crises. Green IT and CSR are effective management schemes addressing business and ecological sustainable enlargement. Prospects are bright, but the pessimistic consequence of these backbones of the managerial model appeals a discerning glance. The strategic migration in this context synthesizes the systemic combination of Green Management and Green IT. The strategic integration of ICT and CSR should no longer adjunct but must become an entrenched function to bring green-related ICT management perspectives to the stage for long-term business growth. Organizations are multiplying their steps in these times, due to Corporate Crisis by strategically repositioning themselves with go-green tactics. And, at last, this article is promising to elucidate the outline of the strategic positioning of Cybersecurity GLOCO in the COVID-19 and ecological crisis with its promising and latent magnetic touch.

According to the JVCh model (van Marrewijk, 2003), the core responsibility of current firms is to propagate the critical concerns of CSR or corporate social responsibility above and beyond what is required from them by the firms' core responsibilities alone. Otherwise, companies do not generate by-and-large positive impacts on society but could also entail undesirable social and environmental effects. New strategic orientations are, in fact, necessary to guarantee the undertaking of not only moral and ethical requirements by companies but also to announce public reactions by a firm's social and environmental activities resulting from the power of civil society and the media (Hba, Bakkas et al. 2016) . To address such societal and environmental challenges, companies respond to corporate social responsibility (CSR) mostly in reactively chronological: conforming to regulation, crisis-induced and/or stakeholder-induced in the natural environment of business or ecological and

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