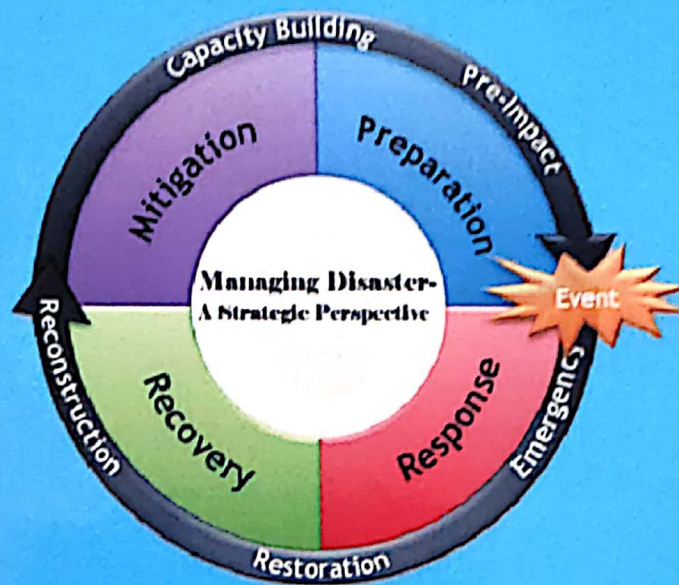


Managing Disaster

- A Strategic Perspective



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Mary Land, Madurai-18.

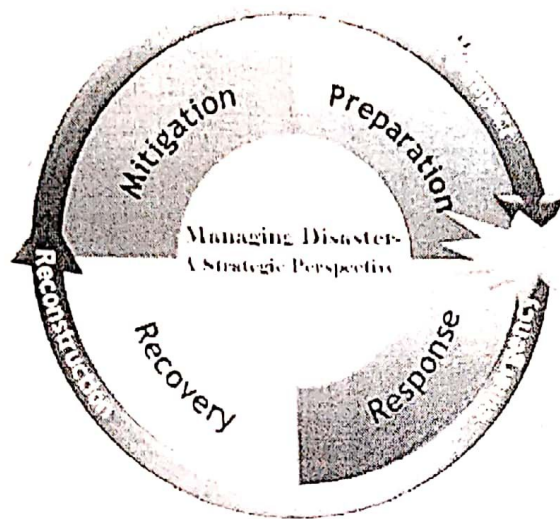


Fatima Institute of Management

MBA & PG IT

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Green Technology During Disasters

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Introduction

Improving business processes is paramount for businesses to stay competitive in today's marketplace. Over last 10 to 15 years, companies have been forced to improve their business processes in order to make the consumers to choose their products in the midst of many competitors' products. Many companies began the business processes improvement with a continuous improvement model. This model attempts to measure the performance of current system and make improvements accordingly in need of the hour. New technologies are rapidly bringing new capabilities to businesses, thereby raising the competitive bar with improvements in business processes. One of the apparently developing trends is Green technology. The Green technology is the one which makes the entire organization as one system and all the departments as its subsystems and it integrates people, procedures and data. According to AMR Research, Green technology implementations usually take nine to 12 months for small companies, 12 to 14 months for mid-sized businesses, and three years or more for large, multidivisional organizations[1]. Most researchers have focused on the study of the adoption and implementation phases of the Green technology system while the post implementation stage of Green technology has been neglected (Severin et al. 2011) [2]. Lack of research related to this phase of the life cycle of the Green technology system is the main motivation for this study. As this growth skyrockets, natural disasters across our region have highlighted significant risks to supply chains, particularly those dependent on manufacturing facilities and suppliers located in one country. The business impact of these events has been extremely significant. Looking at the Japanese earthquake and tsunami as an example, automotive supply chains were severely impacted, especially for Japanese OEMs Toyota and Honda. The impact