

Green Sustainability Using Radio Frequency Identification: Technology-Organization-Environment Perspective Using Two Case Studies

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Abstract : This qualitative case study seeks to understand and explain the deployment of radio frequency identification (RFID) systems in two countries (i.e. in Taiwan for the adoption of electric scooters and in Finland for supporting glass bottle recycling) using the 'Technology-Organization-Environment' theoretical framework. This study also seeks to highlight the relevance and importance of pursuing environmental sustainability in firms and in society in general due to the social urgency of the issues involved.

Keywords : environmental sustainability, radio frequency identification, technology-organization-environment framework, RFID system implementation, case study, content analysis

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