

## Role Of Ai-Driven Green Business Practices On Organisational Sustainable Performance: An Empirical Study In The Context Of Indian Emerging Economy

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### Abstract

The present paper helps to explore the vital role of Artificial Intelligence (AI) towards promoting sustainable business methods and improving environmental management. Therefore, this research focuses on how “AI technologies are transforming business approaches to sustainability, offering creative and sustainable solutions to environmental issues in the context of India's emerging economy.” These results will let us understand and show that Artificial Intelligence (AI) plays a major role in improving energy use and managing waste better. AI can analyse huge amounts of data and provide organisations with useful green business practices by helping them to use resources wisely and reduce harm to the environment. But the study also covers our major problems in using AI, such as difficulty in combining data, people not wanting to accept new technology and lack of knowledge about AI; despite such challenges, in the end, AI proves to be a strong tool for reaching environmental sustainability goals. Future studies are being carried out to look into how AI can help in new areas of sustainability and check its effects on the environment over time. The paper ends by encouraging active use of AI tools, supporting their smart use to build a greener and more responsible future. A sample of 228 respondents from different organisations was surveyed to explore the factors that determine the role and impact of AI-driven green business practices on organisational sustainable performance. The study concludes that there is a significant impact of AI-driven green business practices on organisational sustainable performance.

**Keywords:** Artificial Intelligence, Environmental management, Emerging economy, Sustainability, Organisations.

### Introduction

The integration of Artificial Intelligence (AI) towards sustainable business practices shows a big change in how organisations handle the environment and improve their daily work. During recent years, “Artificial Intelligence (AI) and machine learning (ML) have transfigured many industries, enhancing their efficiency and accuracy in areas such as healthcare, finance, transport, education, and entertainment.” In recent years, many organisations have focused on artificial intelligence (AI) as a key technology. This merging is not something new, but a steady growth which has picked up speed in the upcoming years, especially after global pandemics like COVID-19 and the rising need to deal with

environmental problems. In the past few years, according to Goralski & Tan. (2020), "AI's use in business practices and care for the environment has grown because nowadays, people are becoming more aware of sustainability problems and the need for smarter and more efficient ways to solve them." Many organisations and businesses in India are now using AI because they need to be more sustainable and responsible towards society. This is especially true as a company's old methods or its business practices are being changed due to new technology and growing concern for the environment. "The fast-paced growth of Artificial Intelligence (AI) has become a key driver towards pushing forward technology all around the world." Rahman et.al. (2025) mentioned that "AI is helping organisations by tracking environmental changes, promoting social responsibilities, and improving how organisations are managed." Artificial Intelligence (AI), though, plays an important role towards protecting the environment. For example, with the help of sensors and data analytics, organisations can keep track of air quality, water levels, and carbon emissions in real time. "This allows companies to quickly find and fix environmental problems, leading to better and smarter environmental management." Conventional machine learning (ML) algorithms usually need vast data and computing resources, which leads to high energy use, water usage for cooling data centres, and more greenhouse gas (GHG) emissions. According to Bolón-Canedo et.al. (2024), "Green AI in business practices aims to reduce environmental harm by making algorithms more efficient, using better hardware, and managing data more sustainably." Artificial Intelligence (AI) tools study how energy is being used, find areas where energy is being wasted in business practices, and help adjust usage in real time. This leads to using less energy and cutting down on carbon pollution. This paper will help us understand that to get better results from AI, it is essential to use the right support systems, such as skilled people. The link between how well artificial intelligence works and how it supports sustainability is complex and varies in many ways. Ali et.al. (2024) mentioned that studies introduced that "Artificial Intelligence (AI) can greatly improve how an organisation performs by simplifying processes, analysing data smartly, and encouraging new and creative ideas." Even though more people are becoming interested in these topics, some areas still haven't been studied yet. To begin with, there are very few studies on this subject, particularly when it comes to developing countries like India and in terms of numerical or statistical research. Also, there are very few studies on how AI abilities affect green innovation. "AI is an effective and valuable tool to support sustainable business practices in India." When companies use AI in various divisions of their business operations, they are able to use resources in a finer way to lower their impact on the environment and help build a greener future.

### **Literature Review**

Rapid industrial growth around the world and its increased use of materials have led to the worsening of the environment. Because of limitations, lack of resources, and growing customer concern towards the environment, the majority of companies, especially in India, are now including environmental issues in their important business decisions. Due to the rising tensions, global leaders and policymakers have begun to give more importance to cutting down carbon emissions in order to deal with the problems caused by climate change. Adanma & Ogunbiyi. (2024) mentioned that "Integration of Artificial Intelligence (AI) into green management and digital lean methods is a major step towards improving sustainability and efficiency across different industries of India." Green business practices focus on including environmental thinking in business decisions. The goal is to cut down waste and save resources in every part of how a business runs. Wu et.al. (2024) asserted that Artificial Intelligence (AI) has become a game-changing technology that is set to reshape green

management and digital lean practices. Its power to manage enormous amounts of data, find patterns, and make predictions assists businesses in reaching new heights in efficiency and sustainability. By the utilisation of smart algorithms and machine learning, AI helps to manage energy use better, cut down on waste, and make production smoother, leading to improved results for both the environment and the economy. "AI tools like machine learning and data analytics help in studying environmental data, forecasting resource needs and automating business processes that save energy." Rehan. (2021), findings expressed that AI helps organisations to supervise energy use by authorising systems to track and adjust energy consumption instantly, which cuts down waste and lowers costs. Also, using AI in business practices makes it easier to find and fix inefficiencies in production, leading to more sustainable and effective operations. Green management in general intends to cut down waste, reduce the harmful emissions from business, save natural flora and fauna and build a lasting, eco-friendly bond between businesses and nature. Artificial tools and technologies help to monitor and manage production more accurately, which improves both quality and efficiency of business operations in a big way. Smart maintenance algorithms can lead to predicting when machines might fail, which leads to avoiding sudden breakdowns, cutting downtime, and reducing unnecessary waste. Likewise, IoT gadgets can monitor material movement instantly, helping to use resources efficiently and cut down on waste during manufacturing. AI, through its wide range of technologies like machine learning, data analysis, and artificial neural networks, provides exceptional abilities to improve decision-making, use resources efficiently, and reduce waste. AI tools are strong tools for managing the environment, as they help give useful ideas by studying large and complex data in the business operations of an organisation. Using Chen et.al. (2023), acknowledged Artificial Intelligence in business operations allows an organisation to help manage waste more smartly. AI-based analysis can go through garbage and recycling lines to find things that can therefore be reused and recycled. AI-powered robots can separate materials like plastic and metal much faster than people can by hand. Also, since there is less chance of human error, the whole process becomes more correct and reliable. Recent data shows that AI is going to play a big role in helping the emerging Indian economy by making Indian companies more eco-friendly. As per a report by IBM's State of Sustainability Readiness Report 2024, about 98% of Indian business leaders said that they plan to spend more on IT to support sustainability in the coming years. The same report shows that 96% of Indian leaders believe AI will help them reach their sustainability goals. This reflects a strong dedication to using AI to support environmental responsibility. Indian businesses are already using AI in their sustainability work, showing that AI is widely used to tackle environmental problems. The report also highlights that 81% of Indian leaders are actively working towards climate resilience, and 79% have strong systems in place to track their sustainability goals using data. Qatawneh. (2025), mentioned Artificial intelligence tools like natural language processing and machine learning are improving the accuracy of reporting and making it easier to analyse financial data by automating the process. Well-known organisations of India are leveraging AI to boost transparency and foster sustainable practices. At the same time, "AI is reshaping how financial institutions attract their customers by delivering personalised and sophisticated interactions which encourage customer satisfaction and loyalty." Therefore, AI-driven chatbots and virtual assistants offer 24\*7 customer service, thus promptly addressing questions and solving problems as they arise. Moreover, AI-powered fraud detection tools improve safety concerns by making customers feel more secure while doing online transactions. Artificial Intelligence is now being widely used in Indian organisations to streamline business operations and address the modern-day challenges, with sustainability

emerging as the most vital concern. "A developing country like India is embracing an initiative towards shaping its business strategies, as shown by 96% of Indian leaders who plan to boost IT investments for sustainability in the next years." These financial interests concentrate towards carrying out innovative solutions to deal with tough environmental issues, like managing water resources, cutting down carbon emissions, and strengthening resilience to climate change. "82% of Indian businesses are actively working on climate resilience, while in addition 78% have put in place advanced tools to monitor and measure their sustainability progress. This robust focus on openness and responsibility is fabricating a worldwide standard for other businesses to follow. Businesses that quickly embrace such capabilities will gain a competitive advantage in the near future, as such transformation is essential for creating a sustainable and resilient future where people remain at the heart of this change. "Artificial Intelligence's ability to innovate goes beyond specific industries and impacts the wider economy." By encouraging collaboration across sectors and combining data from various sources, AI is helping to build new interconnected ecosystems. Srihith. (2022), analysed for instance, the convergence of Artificial Intelligence (AI), Internet of Things (IoT), and 5G is giving rise to smart cities, where data-based solutions enhance city life and at the same time add economic value. AI helps integrate renewable energy like solar and wind into the power grid by predicting their production changes, making sure the energy supply remains steady and efficient. Along with improving energy usage, AI also helps lower pollution from transport. Self-driving vehicles, guided by AI, can cut traffic jams and lead to the use of fuel more efficiently. AI can manage traffic flow instantly, by reducing time and saving fuel. The idea of a circular economy, where materials are reused, recycled, and repurposed, is a strong and sustainable option compared to the traditional linear economy. Onyeaka, et.al. (2023) mentioned AI can support this shift by improving supply chain efficiency, cutting down waste, and helping businesses reuse materials more effectively. "AI can facilitate predicting how different materials affect the environment during the early stages of product design." This allows organisations to consider more eco-friendly options initially. "Brands like Adidas are using Artificial tools to create shoes from recycled materials, helping the environment and attracting customers who care about sustainability." Toyota make use of an AI-powered "just-in-time" system to track parts in real time, helping reduce production delays by 30%. "Unilever prioritises low-carbon suppliers by monitoring total lifecycle carbon emissions." At the same time, Maersk uses AI to improve shipping routes and speeds, cutting each ship's carbon emissions by 12% by promoting greener supply chains. AI is expected to influence worldwide trade in multiple ways. Artificial Intelligence helps overcome language and location barriers, allowing service trade to grow beyond traditional boundaries. "Indian IT company Infosys has improved the efficiency of handling legal documents by 40% through the use of AI-powered translation systems." In the professional services sector, Butterfly Network's portable AI-based devices send ultrasound images to doctors in India for remote diagnosis, helping reach distant regions in Africa and Southeast Asia. AI is being applied in agriculture to predict crop yields and enable precision farming practices. Shaik et.al. (2024) stated that by adopting AI tools and technologies wisely and with a clear strategy in their business processes, small and medium-sized enterprises can open up fresh opportunities, business growth, and build a more sustainable future for their operations. India is quickly developing a robust AI and semiconductor foundation to boost its expanding digital economy. In 2024, the government of India launched the India AI mission and set aside Rs 10,300 crore for the next five years to enhance AI capabilities. According to Inavolu. (2024), AI-powered tools like autonomous agents are helping businesses grow smoothly by offering personalised customer experiences and running their operations more

efficiently. As per Salesforce, 78% of Indian small and medium businesses that have integrated AI in their business process saw an increase in their revenue growth, and 93% said AI has helped boost their earnings, leading to sustainable organisational performance. India's practical approach to AI regulation focuses on encouraging innovation while ensuring responsibility. Rather than depending only on laws, India is focusing on AI-based safety measures and supporting leading universities and IITs to create solutions for deepfakes, privacy issues and cybersecurity risks.

### Objective

1. To explore the factors that determine the role of AI in green business practices
2. To know the impact of AI-driven green business practices on organisational sustainable performance

### Methodology

228 respondents were surveyed to explore the factors that determine the role and impact of AI-driven green business practices on organisational sustainable performance. Data collection and analysis are done through "Convenient sampling method" and "Exploratory Factor Analysis" following "Multiple Regression Analysis".

### Findings

In the study survey, males are 59.6% and the remaining 40.4% are female. 31.1% are below 32 years of age, 40.8% are between 32 and 42 years, and the remaining 28.1% are above 42 years. 22.4% respondents are from corporate offices that follow AI-driven green practices, 29.4% are from banks, 20.6% are from institutes that follow green practices, and the remaining 27.6% are from other organisations that follow green practices.

**“Table 1 General Details of Respondents”**

“Variables”	“Respondents”	“Percentage”
<b>Gender</b>		
Male	136	59.6
Female	92	40.4
<b>Total</b>	<b>228</b>	<b>100</b>
<b>Age</b>		
Below 32	71	31.1
32-42	93	40.8
Above 42	64	28.1
<b>Total</b>	<b>228</b>	<b>100</b>
<b>Organizations</b>		
Corporate offices	51	22.4
Banks	67	29.4
Institutions	47	20.6
Others	63	27.6
<b>Total</b>	<b>228</b>	<b>100</b>

### “Exploratory Factor Analysis”

**“Table 2 KMO and Bartlett's Test”**

“Kaiser-Meyer-Olkin Measure of Sampling Adequacy”	.831
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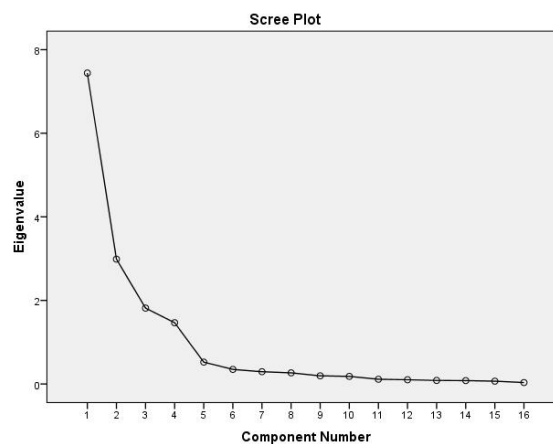
"Bartlett's Test of Sphericity"	"Approx. Chi-Square"	4200.071
	"df"	120
	"Sig."	.000

KMO value is 0.831, and the "Bartlett's Test of Sphericity" is significant.

**"Table 3 Total Variance Explained"**

"Component"	"Initial Eigen values"			"Rotation Sums of Squared Loadings"		
	"Total"	"% of Variance"	"Cumulative %"	"Total"	"% of Variance"	"Cumulative %"
1		46.507	46.507	7.441	46.507	46.507
2	2.987	18.672	65.179	2.987	18.672	65.179
3	1.816	11.351	76.530	1.816	11.351	76.530
4	1.465	9.159	85.689	1.465	9.159	85.689
5	.523	3.268	88.957			
6	.349	2.182	91.139			
7	.293	1.833	92.972			
8	.266	1.663	94.635			
9	.195	1.217	95.852			
10	.181	1.133	96.985			
11	.113	.707	97.692			
12	.101	.631	98.323			
13	.085	.530	98.854			
14	.082	.509	99.363			
15	.067	.419	99.782			
16	.035	.218	100.000			

In a "principal component analysis", 16 variables were grouped into 4 factors with 46.507%, 18.672%, 11.351% and 9.159% variance, respectively, and the total variance is 85.689%.



The graph above shows the Eigenvalues derived from the "Total Variance Explained" table, indicating an elbow point at 4 components.

**“Table 4 Rotated Component Matrix”**

“S. No.”	“Statements”	“Factor Loading”	“Factor Reliability”
	<b>Energy Optimization</b>		.954
1	AI tools help in improving energy use and managing waste better	.917	
2	Track and adjust energy consumption instantly	.879	
3	Find areas where energy is being wasted in business practices	.869	
4	Integrate renewable energy, like solar and wind, into the power grid	.842	
	<b>Carbon Footprint Monitoring</b>		.952
5	AI-driven green practices help in carbon footprint reduction	.892	
6	Monitors carbon emissions in real time	.882	
7	Leads to using less energy and cutting down on carbon pollution.	.876	
8	Help to select and prioritise low-carbon producing suppliers	.858	
	<b>Green Supply Chains</b>		.936
9	AI-driven green practices improve supply chain efficiency	.875	
10	Promotes greener supply chains	.868	
11	Enhance the traceability of logistics	.865	
12	Improves sustainability in production	.844	
	<b>Use of Eco-Friendly Material</b>		.924
13	Artificial tools to create shoes from recycled materials	.917	
14	Help businesses reuse materials more effectively	.912	
15	Enable greener choices without compromising organisational performance	.901	
16	Identify sustainable and non-toxic materials	.769	

Factor “Energy Optimisation” includes the variables like AI tools that help in improving energy use and managing waste better, Track and adjust energy consumption instantly, find areas where energy is being wasted in business practices, and integrate renewable energy like solar and wind into the power grid. Factor “Carbon Footprint Monitoring” consist of variables like AI-driven green practices that help in carbon footprint reduction, Monitors carbon emissions in real time, leads to the use of less energy and cutting down on carbon pollution, and helps to select and prioritise low-carbon producing suppliers. Factor “Green Supply Chains” includes the variables like AI-driven green practices improve supply chain efficiency, promote greener supply chains, enhance the traceability of logistics, and improve sustainability in production. Factor “Use of Eco-Friendly Material” includes the variables like Artificial tools to create shoes from recycled materials, help businesses reuse materials more effectively, enable greener choices without compromising organisational performance, and identify sustainable and non-toxic materials.

**“Table 5 Reliability Statistics”**

“Cronbach's Alpha”	“N of Items”
.920	16

The overall reliability is 0.920 for the 4 constructs comprising sixteen items.

**“Table 6 Model Summary”**

“Model”	“R”	“R Square”	“Adjusted R Square”	“Std. Error of the Estimate”
1	.777 <sup>a</sup>	.604	.597	.65664
Predictors: (Constant), Energy Optimisation, Carbon Footprint Monitoring, Green Supply Chains, and Use of Eco-Friendly Materials				

The adjusted R-squared value is 0.597 with approximately 60% of the variation.

**“Table 7 ANOVA”**

“Model”		“Sum of Squares”	“df”	“Mean Square”	“F”	“Sig.”
1	“Regression”	146.737	4	36.684	85.078	.000 <sup>b</sup>
	Residual	96.154	223	.431		
	Total	242.890	227			
a. Dependent Variable: Energy Optimisation, Carbon Footprint Monitoring, Green Supply Chains, and Use of Eco-Friendly Materials						
b. Predictors: (Constant), Overall impact of AI-driven green business practices on organisational sustainable performance						

Value under the significant column indicates a substantial relationship between AI-driven green business practices (Energy Optimisation, Carbon Footprint Monitoring, Green Supply Chains, and Use of Eco-Friendly Material) and organisational sustainable performance.

**“Table 8 Coefficients”**

“Model”	“Unstandardized Coefficients”		“Standardised Coefficients”	“t”	“Sig.”
	“B”	“Std. Error”	“Beta”		
(Constant)	4.022	.043		92.485	.000
Energy Optimization	.092	.044	.089	2.113	.036
Carbon Footprint Monitoring	.126	.044	.122	2.892	.004
Green Supply Chains	.334	.044	.323	7.674	.000
Use of Eco-Friendly Material	.714	.044	.691	16.389	.000
DV: Overall impact of AI-driven green business practices on organisational sustainable performance					



All the factors, Energy Optimisation, Carbon Footprint Monitoring, Green Supply Chains, and Use of Eco-Friendly Material, are showing a significant impact of AI-driven green business practices on organisational sustainable performance. Highest impact is shown by Use of Eco-Friendly Material, showing beta value .691, followed by Green Supply Chains (.323), Carbon Footprint Monitoring (.122) and Energy Optimisation with beta value 0.089.

### Conclusion

India's fast-paced growth in Artificial Intelligence, supported by strong government plans, has placed the country among the leading AI powers in the world. Despite so many challenges, India is creating an inclusive and innovative ecosystem by growing its AI computing facilities, building local AI models, improving digital public infrastructure, and investing in skill development. Svetlana. (2022), concluded that the growth of AI in business processes marks a major turning point for economies, businesses and society. It brings huge opportunities for growth, innovation, and sustainability, but also comes with serious challenges that need careful policies, ethical thinking and worldwide cooperation to handle. Chatterjee. (2020) stated "India's dynamic approach is clear in its business strategies, because 97% of Indian leaders intend to increase their spending in AI to attain sustainability in the next year." Such investments focus on deploying innovative solutions to address complex environmental challenges such as water management, carbon footprint reduction, and climate resilience. "Artificial Intelligence in business processes is thereby changing the game by providing predictive analysis, useful insights and data-based strategies to strengthen sustainability efforts." Businesses are using AI to track resource usage, improve supply chains, and create environmentally friendly products.

The study aims to explore the factors that determine the role and impact of AI-driven green business practices on organisational sustainable performance and found that Energy Optimisation, Carbon Footprint Monitoring, Green Supply Chains, and Use of Eco-Friendly Materials are different roles of AI-driven green practices. The study concludes that there is a significant impact of AI-driven green business practices on organisational sustainable performance.

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