

A Study on Sustainability Approaches in the SME's Industry

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Abstract: *The purpose of this paper is to investigate the means by which small and medium-sized businesses (SMEs) can be meaningfully engaged in strategies that enhance their businesses' social and environmental sustainability. Abstract and Figures Design, approach, and methodology This paper provides a conceptual analysis of the business case for sustainable development that has been presented to the business community. We use arguments from the literature to summarize the business case for sustainable development that has been specified for SMEs and describe the unique characteristics of SMEs that indicate the need to reframe the case for socially and environmentally sustainable business practices for SMEs. Findings The business case for SMEs is different from that of large corporations, so sustainable development business strategies require special attention.*

Additionally, the fact that small and medium-sized businesses (SMEs) have unique resources and profiles must be taken into account when developing tools to support sustainability. Limitations of the research and repercussions The idea of sustainable development encompasses the majority of the problems that our societies face. As a result, businesses have an endless supply of options for devising strategies that will have an effect on – and hopefully improve – their social and environmental performance. Although this paper does not provide any empirical support or evidence, it does provide some insights into the social and practical repercussions of SME sustainability efforts. Practical implications Owners and managers of SMEs may benefit from this overview's suggestions for rethinking their overall business strategy by incorporating sustainability into their core values and actions and putting that strategy into action. In point of fact, this diversity of opportunities is where there is hope for reversing the current global trend toward human and natural communities that are healthy and resilient. Originality and value This paper examines the current debates and opportunities surrounding sustainable business strategies and applies them to the realities of SMEs' business operations.

Keywords: Sustainable development, management strategy, small and medium-sized businesses

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