

Study on the Small and Medium-Sized Enterprises (SMEs) Sector and the Factors that Influence Sustainability in these Sectors

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Abstract: *The purpose of this study is to investigate the methods via which small and medium-sized enterprises (SMEs) can actively participate in strategies that enhance their businesses' social and environmental sustainability. This study provides a comprehensive analysis of the business case for sustainable development that has been introduced to the business community. It examines the unique configuration, method, and procedure involved. We utilize arguments derived from the literature to succinctly outline the business rationale for sustainable development that has been specifically tailored for small and medium-sized enterprises (SMEs), and to describe the distinctive characteristics of SMEs that highlight the necessity to reassess the justification for socially and environmentally responsible strategic policies for SMEs. The business case for small and medium-sized enterprises (SMEs) differs from those of large companies, therefore, effective business strategies for improvement demand special attention. Additionally, when developing tools to support sustainability, it is important to take into account the unique resources and profiles of small and medium-sized enterprises (SMEs). The obstacles to exploration and its consequences revolve around the potential for economic advancement, which encompasses the majority of the challenges faced by modern societies. Hence, corporations have a limitless array of options for formulating strategies that will have a substantial impact - and ideally enhance - their social and environmental performance. Although this research lacks empirical evidence, it provides insights into the social and practical consequences of SME sustainability initiatives..*

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