



Sustainable Strategy in Entrepreneurship and in Small and Medium-Sized Enterprises

Guest Editor:

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Message from the Guest Editor

Dear Colleagues,

A sustainable strategy aligns businesses' economic, environmental, and social objectives for lasting success. By integrating sustainable practices, companies ensure continuity, protect the environment, and promote community well-being. This approach addresses environmental protection, social responsibility, and profitability, helping businesses adapt to regulations, manage risks, and build trust.

Sustainability is now central to entrepreneurship, especially for SMEs, which form a significant part of the global economy. As focus shifts toward environmental responsibility and long-term economic viability, SMEs are adopting sustainable practices to reduce risks, foster innovation, and ensure growth.

This Special Issue explores how SMEs and entrepreneurs can adopt sustainable strategies, focusing on green technologies, resource efficiency, and alignment with the SDGs. It aims to offer solutions and research directions to improve sustainable performance and inspire policy development for a sustainable economy.





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Message from the Editor-in-Chief

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