



Small and Medium Enterprises: Green Orientations and Sustainable Business Models

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Message from the Guest Editors

Small and Medium Enterprises (SMEs), the most dominant form of businesses in any economy, are recognized as the backbone of economies due to their significant contributions to socio-economic development in terms of employment, innovation, wealth creation, and Gross Domestic Product (GDP). Today, the growing pressure from national governments, demands from several stakeholders, green consumerism, regulatory and legislative actions, and resource scarcity, among others, propelling the shift towards a greener and more sustainable economy, have relevant implications on SMEs' competitiveness, profitability, productivity, and resilience. Although the environmental footprint of an individual SME can be minimal, they collectively contribute to environmental damage worldwide. To address this issue and stay competitive in the globalized world, SMEs should replace traditional/conventional business models with green and sustainable ones.

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