

Special Issue

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

Message from the Guest Editor

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.

Guest Editor

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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