

Special Issue

Innovative Business Model for SMEs Sustainability

Message from the Guest Editor

In recent years, there has been a surge of interest in novel business models for the long-term viability of small and medium-sized enterprises (SMEs). This Special Issue seeks to explore the creative business models that small businesses can develop and implement to enhance their competitive advantage, operational efficiency, financial success, and long-term profitability. It further explores how small businesses can integrate sustainability into their business plans to balance social equity, environmental protection, and economic growth. To this end, innovative methods such as circular economy models, the application of renewable energy sources, waste management, and social entrepreneurship are explored. The aim of this Special Issue is to present novel business strategies and models that may be employed by small businesses to become more sustainable. In this way, we aim to explore and identify the challenges that SMEs face regarding the implementation innovative and sustainable business strategies. The submission of original papers and reviews to this Special Issue is welcome.

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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