

## Sustainability Adoption Barriers in Small and Mid-size Enterprises (SEMs)

**Authors :** L.Vaz, L. Ferreira, R. Aparício, J. Pedro, M. Franco

**Abstract :** This article concerns a qualitative analysis, through an interview, regarding "Sustainability Adoption Barriers in SMEs." To begin with, the article provides a state-of-the-art overview through fifty-seven articles initially extracted from the Scopus database. The articles were analyzed, and four main clusters emerged in the literature: 1) sustainability and small and medium-sized companies; 2) sustainable business models; 3) sustainability practices adoption procedures, and 4) adoption difficulties on sustainability practices. Utilizing interviews as a methodology, the article seeks to strengthen knowledge regarding sustainability practices, their barriers and the sustainable procedures adopted by SMEs in a Portuguese context. The results demonstrate that the literature agrees with this case study, where there are numerous sustainable practices, yet, due to financial, political, cultural, and technological factors, barriers emerge in the adoption process. By comparing the literature findings with the conducted interviews of interior Portuguese SMEs, this article develops a contribution to the scientific community through a captivating, intuitive and motivating way.

**Keywords :** barriers, practices, business model, green

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