

## Insights into the Perception of Sustainable Technology Adoption among Malaysian Small and Medium-Sized Enterprises

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**Abstract :** The use of sustainable technology is being increasingly driven by the demand for saving resources, long-term cost savings, and protecting the environment. A transitional economy such as Malaysia is an example where traditional technologies are being replaced by sustainable ones. The antecedents that are driving Malaysian SMEs to integrate sustainable technology into their business operations have not been well researched. This paper addresses this gap in our knowledge through an examination of attitudes and ethics as antecedents of acceptance of sustainable technology among Malaysian SMEs. The database comprised 322 responses that were analysed using the PLS-SEM path algorithm. Results indicated that effective and altruism attitudes have high predictive ability for the usage of sustainable technology in Malaysian SMEs. This paper identifies the implications of the findings, along with the major limitations of the research and explores future areas of research in this field.

**Keywords :** sustainable technology, innovation management, Malaysian SMEs, organizational attitudes and ethical belief

**Conference Title :** ICBAME 2017 : International Conference on Business Administration, Management and Economics

**Conference Location :** Kuala Lumpur, Malaysia

**Conference Dates :** February 12-13, 2017