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PRACTICE OF BUSINESS SUSTAINABILITY: EVIDENCE FROM THE MALAYSIAN MANUFACTURING SECTOR

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LET'S GET TO KNOW

ABOUT

The aim of this study is to gain a better understanding of the level of business sustainability practices (economic, social and environmental) of manufacturing small and medium-sized enterprises in Malaysia.

DESIGN/METHODOLOGY/ APPROACH

Quantitative survey technique is used to collect the data. 168 usable responses were received and further analysed using SPSS 23 package software.

FINDINGS/EXPECTED FINDINGS

The findings show the existence of business sustainability practices as the majority of statements have high and medium mean scores. However, economic sustainability is the least compared to the other two dimensions of business sustainability (social and environmental).

ORIGINALITY/VALUE/ CONTRIBUTION

The novelty of this study unfolds the contribution of business sustainability to the achievement of a competitive advantage for future researchers.

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