

Transforming Hurdles into Opportunities: The Role of AI-Driven Sustainability in SMEs

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Abstract

This paper explores how small and medium-sized enterprises (SMEs) adopt artificial intelligence (AI) to advance sustainable practices. Drawing on the Technology-Organization-Environment (TOE) and Resource-Based View (RBV) frameworks, it investigates organizational capabilities, external pressures, and ethical considerations shaping AI integration. Based on qualitative interviews with SME managers across sectors, the findings highlight the role of strategic alignment and innovation in achieving sustainability. The paper offers practical insights for SMEs aiming to transform AI adoption challenges into opportunities for sustainable growth.

Track: Sustainability, CSR and Marketing