

ABSTRACT

Title: Strategic development of sustainable and value creation of small and medium sized enterprises

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Since the 1990s, environmental and social factors have become more and more important strategic considerations for any size of the enterprises.

With the development of global economy, the relationship between sustainable development of small and medium-sized enterprises is becoming more and more complex, and inseparable. Of course the paradox is that when the company's resources become more efficient, the global economy is developing more rapidly.

Strategies of Sustainability create many synergistic effects for SMEs working collaboratively, as well as systemic benefits. By describing the business development stories of sustainable SMEs, comparing sustainability advantages between SMEs and MNEs, this paper discusses several different scenarios for SMEs to optimize and use sustainability to create competitive advantages rather than simply focusing on reducing unsustainability. Small & Medium enterprises and multinational enterprises should be more harmonious, it should not be worse, just like "Great trees keep down the little ones".

Keywords: Sustainability, Small and Medium Sized Enterprise (SMEs), Sustainable Supply Chain Management, Resilience, Industrial Ecology