

Abstract

This research investigates the factors influencing the adoption of green technologies in Small and Medium Enterprises (SMEs). As environmental sustainability becomes increasingly important in global business practices, SMEs are faced with the challenge of integrating green technologies to improve their environmental performance while maintaining competitiveness. The study explores a range of internal and external factors that affect the adoption process, including financial constraints, government policies, market demand, and organizational attitudes toward sustainability. Using a mixed-methods approach, qualitative interviews with SME owners, managers, and sustainability experts are conducted to gather insights into the motivations, barriers, and drivers for adopting green technologies. Additionally, a quantitative survey is administered to assess the impact of factors such as cost-benefit analysis, access to funding, and perceived environmental benefits on the adoption decision. The findings reveal that while SMEs recognize the potential benefits of green technologies, challenges such as limited financial resources, lack of awareness, and insufficient support structures hinder widespread adoption. The study also identifies the critical role of government incentives, customer pressure, and industry regulations in encouraging green technology adoption. This research provides valuable recommendations for policymakers, business support organizations, and SMEs themselves, offering strategies to overcome barriers and promote the uptake of sustainable practices in small and medium-sized enterprises.