



## SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

### Challenges Impacting the Environmental Sustainability of SMEs

**DATE:** Friday 25 August 2023

**TIME:** 10:00am – 11:00 am

**MEETING DETAILS:** Learning Studio 65, Level 7, 1PSQ  
& Zoom Online  
(Meeting ID: 816 1835 9808, Password: 617603)

**RSVP:** COB, Thursday 24 August 2023

**CONTACT:** [business.research@westernsydney.edu.au](mailto:business.research@westernsydney.edu.au)

#### ABSTRACT:

This paper represents the first phase of a larger study with the aim of identifying and investigating internal and external barriers encountered by SMEs in moving their businesses towards green business transformation. The first phase of this research was recently conducted among Vietnamese SMEs and contributes to the current understanding of challenges impacting SMEs' environmental sustainability development initiatives. Our results from this phase will provide an evaluation of Vietnamese SMEs' environmental maturity levels and furthermore will outline progressive steps towards the foundation of an environmentally sustainable business framework for SMEs.

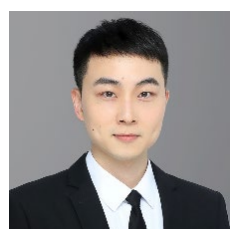
#### AUTHOR BIOGRAPHIES:



**Professor Yi-Chen Lan** is the Pro Vice-Chancellor, Global Development, Provost of Western Sydney University's Vietnam Campus and Professor in Information Management. Yi-Chen's main research fields include environmental management, knowledge management, global enterprise transition, green business transformation, carbon footprint labelling, life cycle assessment, smart tourism, and big data strategies.



**Laurel Jackson** is Director of Postgraduate Education in the School of Business at Western Sydney University. Her research interests include environmental management, the role of market-based approaches to poverty reduction in developing countries, the role of microfinance in poverty alleviation and new opportunities to support social cohesion and sustainable economic development in these communities.



**Jiahe Chen** is currently a PhD candidate in the School of Business, at Western Sydney University. His PhD research focuses on "consumer behaviour in cross-border e-commerce". He received an M.Sc. in Information Technology Management (Distinction) from the Department of Computer Science, Hong Kong Baptist University. His research interest covers electronic/mobile commerce, e-business, digital health, smart retailing, and sustainability. He also published more than 10 international journal and conference articles.