

ABSTRACT

Entrepreneurship has been the subject of business study because of its capacity to promote positive change and boost economic resilience. Sustainable entrepreneurship is the newest strategy that connects conventional entrepreneurship with triple-bottom-line principles and has acquired governmental support since the UN adopted the “2030 Development Agenda”. However, sustainable entrepreneurship is still relatively new and constantly changing, with an ongoing dispute about its definition, limitations, and drivers. A model was created using several estimating methodologies to investigate how SMEs and start-ups may implement long-term sustainability, innovations, and digitalization strategies. This study used data from the SMEs of Lahore through close-ended questionnaires. The primary data of 380 SMEs has been collected. Descriptive analysis was done to find out the results and findings. The findings reveal that companies recognize innovation, digitalization, and sustainability as crucial factors for success. Investment in research and development remains insufficient. Sustainability is seen as essential for long-term success.