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**Perspectives and Practices in Business Sustainability
of Micro and Small Enterprises in the CAMANAVA
District National Capital Region, Philippines**

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ABSTRACT

This study investigated the beliefs and practices of managers and business owners of small and micro enterprises in Caloocan, Malabon, Navotas, and Valenzuela (CAMANAVA) regarding business sustainability in the National Capital Region, Philippines. It identified their perspectives on sustainable practices, analyzed perceived benefits and barriers to implementing them, and examined the extent of sustainability implementation compared with existing literature. Using that small and micro-enterprises in CAMANAVA generally exhibit a high sense of responsibility and actively practice sustainability measures in fin quantitative research with descriptive and inferential methods, the study ancial, environmental, and social domains. Sustainability benefits include enhanced company reputation, increased customer satisfaction, and reduced negative impacts on social, cultural, and ecological environments. However, barriers such as lack of industry support, high implementation costs, and the complexity of translating sustainability into practice were also identified.

Keywords: business sustainability, business sustainability perspectives, business sustainability practices