

Implementing Circular Economy in Companies: Managerial practices, Enablers, and Barriers for Circular Business Model Design

Objectives:

The objective of the Ph.D. project is to deepen the role that Circular Economy can play for companies to support their growth and competitive advantage over time. Circular Economy is a new industrial approach that aims at substituting the traditional and linear “take, make, dispose” economic model with the innovative and closed “take, make, use, reuse” model, consisting in using and reusing more effectively the availability of resources and by avoiding as much as possible the production of waste (Stahel, 2016; Kirchherr et al., 2017). According to the Circular Economy approach, companies are called to transform their business model from linear to circular and to re-design their internal processes and strategic actions (Urbinati et al., 2017; Ünal et al., 2019). For example, companies are asked to take into consideration the possibility to implement new managerial practices related to products and production processes, such as Design for Recycling and Remanufacturing, energy efficiency interventions, search and selection of green – biodegradable and compostable – materials needed for the realization of products with a low environmental impact (Centobelli et al., 2020, Sassanelli et al., 2020). In deepening the managerial practices that companies can implement for designing a circular business model and their effect on the overall companies’ business model and supply chain relationships, an interesting aspect that is required to be addressed in the Ph.D. project is related to the enablers and barriers of the managerial practices, such as policy recommendations, public or private funds, technology innovation and evolution (Urbinati et al., 2021; Ranta et al., 2018). Indeed, much more theoretical and empirical effort is required about those factors that may enable or hamper the implementation of circular economy-driven managerial practices in companies’ business models (Panwar & Niesten, 2020; De Jesus & Mendonça, 2018).

Methodology:

The research design that can be used to address the above-mentioned objectives can be based on several methodologies, spanning from systematic literature review articles or theoretical paper, single case study analysis, multiple case study analysis, surveys. Both theory-testing and theory-building approaches can be addressed in the project.

Expected Outcomes:

If the Ph.D. Project is conceived as a *paper-based dissertation*, you will be asked to produce:

- A Systematic Literature Review Article or a Theoretical paper on the managerial practices, enablers, and barriers of Circular Economy in companies.
- At least two empirical papers, which each one uses a different methodology, e.g., single case or multiple case study analysis or surveys.

If the Ph.D. Project is conceived as *monograph*, you will be asked to produce:

- A sort of research-report with a comprehensive record of the overall research you conducted during your Ph.D. Project and strictly related to the topic under investigation.

Supervision:

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References

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