Business Strategies for Sustainability and the Circular Economy: Business Models, People, and Green Employment

Thematic Area: Business Strategy in relation with Human Resources Management and Innovation

Track Chairs:

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Summary:

The circular economy (CE) challenges companies to create and capture value by reducing resource consumption and prolonging the useful life of products and materials (Bocken et al., 2016). This transformation requires reviewing value propositions, relationships with stakeholders, and value creation and capture mechanisms (Geissdoerfer et al., 2018).

This track will involve the debate of scientific research related to the design, development and implementation of strategies and business models related to the concept of CE. In particular, the role of green employment and its contribution to EC, reduction of the ecological footprint of the organization and promotion of business sustainability through sustainable innovation and the participation of green human talent will be considered.

The following works are invited: those in the research line of sustainable innovation, repair, reuse, remanufacturing and product recovery, in relation to strategies for closing resource cycles (Bocken et al., 2016). Likewise, studies on collaboration with suppliers and customers, employee participation and acceptance of circular products and services are welcome. Works that focus on the cultural, organizational and market barriers that hinder the implementation of circularity (Kirchherr et al., 2018), on the evaluation of costs, benefits and impacts throughout the product life cycle (Harris et al., 2021) may also be accepted.

The added value of the track lies in integrating the strategic perspective of the company with the decisions and behaviors of the actors that make circularity possible. The aim is to identify under what conditions circular models generate sustainable value and how their results can be evaluated. Likewise, added value is in the connection of strategies and business models with the people and relationships that enable their implementation, identifying the conditions to generate sustainable value.

Keywords:

Circular economy; circular business models; business strategy; sustainable value creation; stakeholders; sustainability.

References:

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