

P11 - A Capability-based Approach for Circular Business Model Innovation

5. INNOVATION for SUSTAINABILITY

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Track summary: Companies willing to embrace Circular Economy (CE) are called to innovate their business models coherently with CE principles. Except for a few very recent studies (see for example, Bocken et al., 2016, Fraccascia et al. 2021, Franzò et al. 2021) no theories and/or managerial guidelines are currently available to strategically design and practically implement circular business model innovation. Accordingly, scientific research requires more in-depth investigation about the CE strategies and the attendant managerial practices, which allow for maximizing the creation and capture of value in circular business model innovation.

This track calls for papers addressing this under-researched management issue by adopting a capability-based approach. We are especially interested to papers investigating the relationships between CE strategies and practices, as well as the (dynamic) capabilities useful for the R&D, design and implementation of circularity in different contexts and economic sectors. We are also interested to identify which skills (e.g., technical, managerial, behavioral, etc.) that companies should possess or endow themselves to pursue circular business model innovation. The proposal of innovative macro and micro theories concerning the effect of contextual environmental conditions and companies-related attributes on the effectiveness of the specific CE strategies and practices to create and capture value are more than welcome.