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**In Search for Better Theories? Towards the six 'Es' of a Circular Economy Based Sustainability Management Theory**

**Abstract**

A rewiring of current management theories is necessary to cope with the societal grand challenges of this historical juncture. Responding to management scholars' call for better theories and using functional principles in natural ecosystems – as embodied in circular economy thinking – this article proposes some constructs that could be employed to inform new perspectives on sustainability management theories. Being inspired by an ideal of a *positive ecology* that proposes to produce goods differently, with potentially zero waste, the circular economy aims at overcoming the failure of *imagination* that affects linear economy models.