

Business Models in a Circular Economy: Towards a Research Agenda for Strategic Management Scholars

Abstract

The circular economy, a promising strategy to address current societal grand challenges and build a more resilient, competitive and resource efficient economy, has attracted remarkable attention across different settings. It has also evolved into an established research field recently, and within it, circular business models have become a key focus of academic enquiry. Yet, there is still some ambiguity about how circular business models are conceptualised which hinders conceptual and theoretical consolidation as well as practical implementation. Therefore, this article proposes a research agenda for scholars working at the intersection between circular business models and strategic management which holds great promises for advancing the circular economy literature and implementation in the corporate context.