

## Track 3: Circular Business Models as an Enabler for Prosperity

### Track Proponents and Co-chairs:

**Lisa Fröhlich**, Professor for Supply Management and President of CBS International Business School, Hardefuststr. 1, 50677 Cologne, Germany, [e.froehlich@cbs.de](mailto:e.froehlich@cbs.de)

**Kristina Steinbiß**, Professor for Global Marketing and Management at ESB Business School, Reutlingen University, Alteburgstr. 150, 72762 Reutlingen, Germany, [Kristina.steinbiss@reutlingen-university.de](mailto:Kristina.steinbiss@reutlingen-university.de)

**Maud Helene Schmiedeknecht**, Professor for Corporate Governance and Corporate Social Responsibility at ESB Business School, Reutlingen University, Alteburgstr. 150, 72762 Reutlingen, Germany, [maud.schmiedeknecht@reutlingen-university.de](mailto:maud.schmiedeknecht@reutlingen-university.de)

### Call for Papers

Especially in the current time of the pandemic, a more sustainable economic approach is indispensable. However, the change towards prosperity requires circular economy business models with new value creation structures. To develop those adapted business models for circular economies, it is necessary to adjust existing approaches, since the actors involved along the value chain take on different roles.

The consequences of the current pandemic, accelerating global warming, resource scarcity and the increasing destruction of entire ecosystems are increasingly becoming the focus of the top management of many companies. For a long time, the disciplines of business administration and management practice neglected the negative effects of corporate actions on the environment. The responsibility for solving the resulting problems is transferred to political or social actors. However, growing consumer awareness of the problems just outlined is putting growing pressure on companies and their value chains. In this context, corporate sustainability offers a strategic competitive advantage and enormous development potential. Nature-friendly economic approaches, such as the circular economy, combine ecological and economic potential benefits. Fundamental to a development towards a circular economy are circular business models that break away from linear consumption and follow the paradigm of sustainable decoupling of economic growth and resource consumption. This transformation is accompanied by the linking of economic interests with ecological economic forms as a prerequisite for initiating a change in entrepreneurial thinking. In the literature, there is a multitude of approaches to innovate circular business models taking sustainability aspects into account. Despite these numerous considerations, the transformation to a circular economy is only being implemented very hesitantly. Previous approaches largely neglect the importance of horizontal integration and cross-company cooperation to realize valuable sector-independent synergy and symbiosis effects to secure competitive advantages along value chains. In particular, the consideration of new technologies and organizational approaches, such as digital ecosystems, must be incorporated into future considerations and developments. There is a clear need for further research in the field of circular business models for greater prosperity in research and practice. The generation of sector-independent synergy and symbiosis effects should be included as an enabler to overcome previous boundaries and barriers in the establishment of circular value networks.