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Circular Economy, an Important Way for Sustainable Development

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Circular Economy: an important way for sustainable development

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Article: Disruptive Innovation and Circularity in Start-ups: A Path to Sustainable Development

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Abstract

Start-ups are an increasingly important phenomenon in the Brazilian business ecosystem. Many such companies have been created over the past few years, illustrating the interest in and growth of such entrepreneurship. Emerging companies are more likely to be founded on sustainable business models. In many cases, such models incorporate the principles of the circular economy. Thus, this study reviewed the use of disruptive innovation and the circularity of resources in the business models of start-ups. The study consisted of 51 semi-structured interviews with start-up owners and managers. We accessed the database of the Brazilian Start-ups Association to map the organisations to be surveyed. Our results show that start-ups are innovating in terms of the circularity of resources through a range of partially implemented initiatives. These initiatives allow start-ups to manage their data and microdata, create artefact integration systems, generate connectivity, accelerate digitisation, stimulate partnerships and cooperation between parties in the supply chain, generate new market opportunities, and develop efficient transition systems for the circularity of resources. Thus, there is ample evidence that disruptive innovation supports the circular economy in Brazilian start-ups. This study makes two main contributions to the literature. First, it strengthens the existing understanding of the use of the circular economy in start-ups, supported by disruptive innovation. Secondly, it identifies the levels of adoption of the circular economy in different market segments. Based on these findings, it identifies several opportunities to encourage further advances in this area.

Keywords: Sustainable development, Circular economy, Disruptive innovation, Start-ups, Business models.

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RESEARCH ARTICLE

Circular economy and innovation: A look from the perspective of organizational capabilities

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Abstract

Studies of circular economy and innovation have received increasing attention in academic literature in the last quadrennium. They fill a managerial gap on how to operationalise the transition from the linear model to the circular. They show practices, tools and mechanisms that allow creation of business models based on circularity premises. In this article, we seek to identify the intellectual contours of this emerging field, conducting a review of the basic conceptual framework, with an analysis of articles published on the topic of circular economy and innovation. In summary, a systematic literature review was developed, whose final bibliographic portfolio consisted of 94 analysed papers. The results of the study show that eco-innovation and innovation in business models are highlighted in this field. They are operationalised, mainly, by activating dynamic, relational and absorptive capabilities. The most important innovation practices in this context are waste management, eco-design business models, product leasing and collaborative commerce. The main contribution of this study is to pave the way for new conceptual developments in organisational capabilities to make transition sustainable and serve as a support arsenal for the maturation of circular economy studies supported by the theory of innovation and also to link management practices to operational processes in the business and production environment favouring the transition to a circular business model. It generates insights for the scientific progression of studies and shows propositions that can be validated in future quantitative studies.

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International Journal of Productivity and Performance Management / Circular economy indicators and levels of innovation: an innovative systematic literatu

Circular economy indicators and levels of innovation: an innovative systematic literature review

Edson Luis Kuzma, Simone Sehnem, Ana Beatriz Lopes de Sousa Jabbour, Lucila M.S. Campos ▾

International Journal of Productivity and Performance Management

ISSN: 1741-0401

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Abstract

Purpose

This article aims to analyze the specific indicators of the circular economy (CE) in terms of analytical aspects, scope and breadth of metrics and levels of innovation associated with CE.

Design/methodology/approach

A literature review was developed with a sample of 125 articles, extracted from Scopus, Web of Science, ScienceDirect, Emerald, Google Scholar, Online Library, Sage, Springer, Taylor and Francis and JSTOR databases.

Findings

The results indicate the lack of integration of the social dimension and predominance of environmental indicators, lack of indicators for the meso level and concentration of metrics for the product level. Methodological criteria of validity and reliability for measurement studies are recommended, as well as paths and proposals for future research in the CE.

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Review | [Published: 16 April 2021](#)

Megatrends in Circular Economy: Avenues for Relevant Advancements in Organizations

[Simone Sehnem](#) , [Edson Kuzma](#), [Dulcimar José Julkovsky](#), [Matheus Bochi Frare](#) & [Diego Vazquez-Brust](#)

Circular Economy and Sustainability **1**, 173–208 (2021) | [Cite this article](#)

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Abstract

The aim of this study is to systematize the main findings of 38 previous systematic literature reviews (SLRs) in circular economy. From this previous mapping, we outline main themes and limitations in the SLRs analysed, then we synthesize the findings of previous SLR to identify mega-trends in CE research. Finally, we propose avenues for future circular economy research. Our analysis indicates three main types of limitations of SLR in CE: The first are shortcomings in the SLR methods, the second is the low maturity of CE research and the third the limited dissemination of CE practices. These limitations coalesce to constrain the empirical and theoretical relevance of knowledge accumulated. A main contribution of our meta-analysis is to identify a paucity of accumulated knowledge in critical areas needed for theory building, such as conceptual clarity, limited identification of antecedents, mediators and moderators and opaque understanding of boundary conditions. We conclude that more rigorous empirical research is needed to further build knowledge and generate CE-specific theory. Finally, 7 main areas for further research are proposed, indicating potential theoretical lenses when appropriate.

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RESEARCH ARTICLE

Finance sustainable supply chain: An analysis looking for B corporations and agency theory

Carlos Eduardo de Moraes, Waldemir Paulino Paschoiotto, Leandro dos Santos Bernardes, Simone Sehnem 
, José Baltazar Salgueirinho de Andrade Guerra

First published: 09 June 2021 | <https://doi.org/10.1002/tqem.21771>

Abstract

Companies are often seen as villains since their main purpose is to generate shareholder value. A deeper view of organizations, however, reveals that companies have a more comprehensive role than just achieving economic returns. Based on this premise, this study aims to analyze the financing of supply chains of B corporations; we employ the perspective of agency theory in the context of the “new emerging normal.” A multiple case study of companies belonging to the B corporations’ ranking in the Brazilian scenario was prepared. In-depth interviews were conducted with key informants from the investigated companies. The results show that the cost of obtaining certification is borne by the companies’ own resources, which are motivated by pressure from the environmental demands. The main conclusion of the study is that B Corporations, driven by economic perspectives, tend to assume the role of drivers of supply chain development. The main contribution, therefore, consists of demonstrating, based on the agency theory and the finance supply chain, that the performance of an organization under the bias of sustainability creates a collaborative cycle that induces the development of its entire supply chain.

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Volume 259, 20 June 2020, 120745



The relationship between innovation and sustainability: A meta-analytic study

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Highlights

- The study investigates the impact of innovation practiced by companies in relation to sustainability performance, through the development of a meta analysis of scientific production.
- The study proves that innovation has a positive impact on sustainability performance.
- The number of unpublished documents needed to make the observed effect size negligible is 37,800 papers.
- The effect size of the study is 0.529. The size of the effect helps to determine whether the difference is real or whether it is due to changing factors. The greater the size of the effect, the greater the difference between innovation and sustainability performance.

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Some observations:

- **Organizations needs to focus on value and values.**
 - **Technology is an intrinsic part of the circular economy.**
 - **Innovation is sinergic with circular economy.**
 - **Is engage strategic stakeholders.**
 - **Is regenerate**
 - Is be better
 - **Is to revolutioneaze the economy**
 - **Consume with limits, rethink progress, regenerating natural systems and acelerate the transition.**
 - **It's creative**
 - **That is really exciting future.**
-

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