



## Circular and Transformative Business Models: An Operations Management Perspective

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### Message from the Guest Editors

The notion of a circular business model (CBM) has gained prominence on the agendas of policymakers around the world and is seen as a key point of leverage to implement circular and transformative economies. Despite the importance of the notion of CBMs, there is a considerable lack of clarity about their conceptualization. Creating a circular business model, especially for manufacturing companies, can be very expensive, and its profitability can be questionable. The literature recognizes that the risk of unprofitable returns is the main barrier against the implementation of circular business models and the transformation of traditional businesses into circular ones. Indeed, in most cases, implementing a circular or a transformative business model requires significant changes to the operational dimension of a firm, both internally and externally. Thus, understanding how operational strategies can contribute to value creation, deliver, and capture is a key dimension for the conceptualization of CBMs.





## Editor-in-Chief

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## Message from the Editor-in-Chief

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