



## Understanding Customer Experience, Engagement and Value in relation to Circular Business Models

Guest Editors:

**Prof. Dr. Arne De Keyser**

Department of Marketing, EDHEC  
Business School, 59057 Roubaix  
CEDEX 1, France

**Prof. Dr. Katrien Verleye**

Center for Service Intelligence,  
Department of Marketing,  
Innovation and Organisation,  
Ghent University, 9000 Gent,  
Belgium

**Prof. Dr. Simon Hazée**

Louvain Research Institute in  
Management and Organization  
(LouRIM), Université catholique  
de Louvain, 7000 Mons, Belgium

Deadline for manuscript  
submissions:

**closed (30 June 2022)**



### Message from the Guest Editors

This Special Issue aims to explore the concepts of customer experience, customer engagement, and customer value in light of a more sustainable and even circular economy. Indeed, the circular economy is increasingly considered as a condition for sustainability, with many organizations pushing for business model innovation to live up to expectations.

This Special Issue welcomes conceptual and empirical contributions related (but not limited) to the following themes, and from a variety of disciplines:

- What is a sustainable customer experience?
- What is the impact of various circular business models on the customer experience?
- Under which conditions do customers engage (more or less) with circular business models and co-create value?
- What managerial strategies and processes engage customers in relation to different types of circular business models?
- Under what conditions do interactions with circular business models have negative repercussions for the customer experience?
- Under what conditions do circular business model generate customer value?
- How do customer experiences differ across different types of circular business models?



an Open Access Journal by MDPI

## Editor-in-Chief

### **Prof. Dr. Steve W. Lyon**

School of Environment and  
Natural Resources, Ohio State  
University, Columbus, OH 43210,  
USA

## Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

## Author Benefits

**Open Access:** free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

**High Visibility:** indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

**Journal Rank:** JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

## Contact Us

---

*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
[X@Sus\\_MDPI](#)