



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

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### 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?



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## Message from the Editor-in-Chief

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