

CALL FOR PAPERS CALIFORNIA MANAGEMENT REVIEW (CMR)

Special Section on Circular Economy: Managerial and Policy Implications

Guest-Editors:

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The concept of circular economy has been gaining a great deal of attention in both business and political discussions lately. This is unsurprising because the current “linear” growth models that both companies and countries have adopted are heavily based on using up resources. Countries rely on consumption to grow their GDP, while many firms depend on cost-cutting and end-users buying new replacements to sustain profitability. For example, it has been estimated that in Europe 90% of the raw materials used in manufacturing become waste before the product leaves the factory while 80% of products made get throw away within the first six months of their lives (Perella, 2014).

By contrast, the circular pathway is seen as a much more beneficial and sustainable way for our society to continue to prosper without resorting to depend on exhausting primary materials and energy. This is partially made possible by reducing waste in both production and consumption of products, especially closed loop recycling. In addition, circular economy calls for increasing the effectiveness and efficiency of the use of input/resources. This includes but not limited to transforming products into services (i.e. “servitization”). Just as important for the circular model to work is broadening/lengthening the use of raw materials and manufacturing inputs. In such, many firms are already practising “remanufacturing”, in which old parts are remade and restored to near-new conditions for new deployments. It is also necessary to widen the consumption and extend the longevity of final end-user products. In this case, both firms and consumers alike would need to play an active role.

It is important to note that the circular economy is not about corporate social responsibility or green strategies although they are part of the discussions. The circular model requires firms to come up with disruptive technology and business models that are based on longevity, renewability, reuse, repair, upgrade, refurbishment, servitization, capacity sharing and

dematerialization. This means that they have to step away from just cost-cutting but instead start focusing on rethinking products and services as well as customer propositions.

This special call for papers will provide a timely debate on circular economy in both theory and practice. Even though Europe is leading this discussion on circular economy, submissions from the US and especially Asia would be very welcomed as they show the universal applicability of the circular thinking.

Topics

Some topics that contributors to this call might address are:

- Best practices in servitization, remanufacturing and closed-loop recycling
- New disruptive technology and business models that can create and advance the practices of circular economy
- Dealing with stakeholders/parties losing out in the circular economy
- Social and monetary benefits that firms on the circular pathway can provide
- Organizational (re)design and HRM in adopting the circular model

Next steps

If you are interested, we request that you **submit a full draft no later than February 15th, 2016** to the attention of Mark Esposito, Terence Tse and Khaled Soufani (circularecon@gmail.com) according to the following guidelines:

The draft must run between six and nine thousand words, double-spaced, font-size 12. It should clearly state 1) the aim of the paper; 2) the particular aspect of circular economy addressed in your study; 3) theoretical grounding; 4) applied research methods and data gathering process (if applicable); and 5) the relevance of your work for practitioners, academics, and CMR readership.

You are also welcome to contact the Guest Editors for further information.

Based on these drafts, the Guest Editors will select only those papers that are most likely to result in first-rate, high-impact submissions. Authors of potentially interesting works will be asked to **submit their paper online through the CMR system by October 30th 2016** to be peer reviewed.

Subsequent to having their papers peer reviewed, select authors will be invited to revise and resubmit their papers taking on (guest) editors and reviewers' comments. Papers will be reviewed again, with final decisions made in this third and final stage.

Reference

Perella, M. (2014) "10 things you need to know about the circular economy", *The Guardian*, <http://www.theguardian.com/sustainable-business/10-things-need-to-know-circular-economy>, accessed on 4th October 2015