



Towards Sustainable Business: Business Models Innovation for Circular Economy

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Message from the Guest Editor

In the rapidly evolving global business landscape, the imperative to prioritize sustainability has reached a pivotal juncture. Businesses worldwide are increasingly recognizing the crucial need to incorporate environmentally conscious practices into their operations, leading to a discernible shift towards sustainability-focused initiatives. This encompasses the growing adoption of circular economy principles and the exploration of innovative business models designed to champion sustainability.

This Special Issue provides a versatile platform to illuminate a myriad of transformative approaches that businesses are embracing to align their operations with sustainability. Moving beyond a mere educational discourse, the focus extends to fostering innovation across various organizational levels. We welcome contributions that explore a diverse range of topics within the realms of circular economy practices, innovation, and a spectrum of business models. This Special Issue places particular emphasis on unravelling their economic implications.





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Message from the Editor-in-Chief

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