



Circular Economy and Green Innovation for Sustainable Business Development

Guest Editors:

Prof. Dr. Dolores Gallardo Vázquez

Accounting and Financial
Economy, University of
Extremadura, Spain

Dr. Inna Choban de Sousa Paiva

Accounting Department, Instituto
Universitário de Lisboa (ISCTE-
IUL) and Business Research Unit
(BRU-IUL), 1640-026 Lisbon,
Portugal

Deadline for manuscript
submissions:

30 January 2025

Message from the Guest Editors

The concept of a circular economy (CE) has been advocated for across various disciplines as a substitute for conventional linear models that rely on the extraction, production, utilization, and disposal of resources. Green innovation (GI) is a key and comprehensive approach that involves developing sustainable solutions and technologies to address environmental challenges and to promote sustainability. GI also aligns with the principles of CE, since it seeks to close off material cycles and to promote the reuse, recycling, and regeneration of resources to reduce dependence on virgin raw materials, minimizing the generation of waste. The synergy between CE and GI is essential for fostering sustainable business development. In summary, the integration of CE principles and GI is pivotal for sustainable business development, addressing environmental challenges, and creating opportunities for responsible business growth.





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Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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Sustainability Editorial Office
MDPI, St. Alban-Anlage 66
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