

Topic: Circular Economy Business Models for SMEs in manufacturing industries

Start: Immediately (duration approx. 5-6 months)

Location: Flexible

Supervisors: Thomas Draschbacher and Camilla Reis

PROBLEM DEFINITION/GOAL:

In the face of climate change and the imminent depletion of natural resources, the concept of the circular economy has received great interest from scholars, practitioners, and policymakers in recent years. As opposed to the linear economy, where products are discarded after the end of their lifecycle, in the circular economy, products and resources go through multiple lifecycles. The successful transition towards a circular economy requires activities by many different actors. Individual businesses - especially in manufacturing industries - need to make large adaptations to their business models to take part in the transition. Especially for small- and medium-sized companies (SMEs), these necessary adaptations pose great challenges. For this reason, many SMEs are reluctant to transition to circular business models. This research aims to examine the barriers and drivers for SMEs' adoption of circular business models and identify practices on how SMEs can achieve the transition toward such business models.

TASKS:

- In-depth exploration of CE business models for SMEs in manufacturing industries
- Conduct a systematic literature review to understand the barriers and drivers of adopting CE business models and identify successful transition practices
- Gather and analyze empirical data through workshops with SMEs
- Summarize and synthesize the findings into a written master thesis

REQUIREMENTS: General Management and Organisation, Strategic Management and/or Business Model Management desired but not mandatory

FIELD OF STUDY: preferably Mechanical Engineering and Business Economics, Production Science and Management, or Software Engineering and Management

Please apply with your detailed application (CV & Transcript of Records) via e-mail to thomas.draschbacher@tugraz.at or camilla.reis@tugraz.at. We are looking forward to your application!