



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference
Bringing Research Together
25-27 August 2021
Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 10.5 – Towards Circular Economy in Organisations and Consumption

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Description:

The circular economy (CE) is an emerging solution for businesses to balance economic growth with the need to sustain biological and social systems for future generations (Bocken et al. 2016; Geissdoerfer et al. 2017). CE can be defined as “...a regenerative system in which resource input and waste, emission and energy leakage are minimized by slowing, closing and narrowing material and energy loops. This can be achieved through long-lasting design, maintaining, repair, reuse, remanufacturing, refurbishing, and recycling” (Geissdoerfer et al., 2017, p. 759). Research on CE is interdisciplinary and invites researchers from business fields to create new knowledge on the transition toward more sustainable forms of production and consumption. Extant CE research is heavily focused on technologies, processes and optimization of resource loops (e.g. the 3Rs: reduce, reuse, recycle). Recently, business researchers have contributed to CE literature through examining circular business models and born sustainable business models (Bocken et al. 2016; Mattila, Mesiranta & Heikkinen 2020). There is less research on the organisational and consumption practices related to this transition (Lehtokunnas et al. 2020; Närvänen, Mattila & Mesiranta 2020; Närvänen et al. 2020). This track invites submissions focusing on the implementation of CE in the everyday life of organizations and consumers. Diverse theoretical approaches are relevant, including practice theories, institutional theory, behavioral economics, service research, research on value creation and neomaterialist approaches (e.g. ANT, assemblage theory). Both empirical papers utilizing various methods (e.g. case study, ethnography) and conceptual papers are welcome.

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Examples of suitable topics include (but are not restricted to):

- Consumer behavior change related to CE (e.g. new practices, nudging)
- Conceptualizations and framings of different types of waste (food waste, plastic waste, textile waste, electronic waste)
- Changing organizational (e.g. employee) practices towards CE
- Opportunities and challenges related to CE transformation in different industries (e.g. retailing, food industry, fashion industry)
- New business models focusing on CE (both in established and startup companies)
- Creating value from waste
- Digitalization enabling transformation to CE.

Keywords:

Circular Economy, Consumption Practices, Organizational Practices, Waste

References:

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Author guidelines:

Go to www.oru.se/NFF2021 for more information about how to submit a paper. The deadline for abstract submission is 30 January 2021. Full paper due: 21 June 2021.

We very much look forward to welcoming you in Örebro!

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