Table of Contents

For	eword	١
Ack	nowledgements	VI
Ind	ex of Figures	X
Ind	ex of Tables	XII
List	of Abbreviations	X۱
1	Introduction	•
1.1	Research relevance	2
1.2	Research objectives and contribution	5
1.3	Structure of the thesis	ϵ
2	Phenomenological background	9
2.1	Brief perspective on the historical development of sustainable innovations	9
2.2	Evolvement of the Circular Economy concept and underlying schools of thought	13
	2.2.1 Main principles and core ideas	15
	2.2.2 Critical discussion of the CE concept	17
	2.2.3 The CE as an imperative for future business	18
2.3	Selection of C2C as empirical field	20
	2.3.1 Origin and development of C2C	20
	2.3.2 Main characteristics of C2C	23
	2.3.3 C2C on the organizational level: the certification program	26
	2.3.4 Challenges of C2C implementation	29
2.4	Interim summary and derivation of methodological approach	31
3	Qualitative exploration of companies' experience	
	with C2C implementation	35
3.1	Study design	35
	3.1.1 Method and interview structure	36
	3.1.2 Sample selection	37
3.2	Analysing interview results	38
3.3	Deriving propositions for further analysis	47



4	Quantitative exploration of motivational factors and organizational enablers	51
4.1	Research design	51
	4.1.1 General research framework and operationalization of variables	52
	4.1.2 Development of an online survey	64
4.2	Data preparation for statistical analysis	69
	4.2.1 Data review and cleansing	69
	4.2.2 Evaluation of missing Data	70
4.3	Descriptive analysis	70
	4.3.1 Company profiles	71
	4.3.2 Respondent profiles	77
	4.3.3 Descriptive analysis of main variables	79
4.4	Exploratory Factor Analysis	84
	4.4.1 Testing underlying assumptions	84
	4.4.2 Extraction and factor rotation	89
	4.4.3 Results of analysis	90
4.5	Multiple linear regression	104
	4.5.1 Research framework	104
	4.5.2 Underlying assumptions for the multiple regression analysis	105
	4.5.3 Results of multiple regression analysis	112
5	Discussion of findings	117
5.1	Determinants of CE adoption	117
	5.1.1 Driving forces for implementation	117
	5.1.2 Organizational context and the implementation process	122
5.2	Building an organizational environment to foster CE innovations	129
6	Conclusion and implications	135
6.1	Implications for theory	135
6.2	Implications for practice	137
6.3	Limitations and avenues for future research	141
7	References	145
8	Appendix	161
8.1	Appendix A: Online survey	161
8.2	Appendix B: Descriptive results on responding companies	172
8.3	Appendix C: Inter-item correlation tables	174