


Chapter 7

Transforming Business Models for a Sustainable Future

Mohamad Saad El Dine Knio

 <https://orcid.org/0000-0001-9074-8618>

Lebanese International University, Lebanon

Suha Ali Tahan

Lebanese International University, Lebanon

Hassan Riad Youness

Lebanese International University, Lebanon

Mabelle Maurice Haddad

 <https://orcid.org/0009-0001-3741-5010>

Lebanese International University, Lebanon

Ali Eren Balikel

Istanbul Kent University, Turkey

ABSTRACT

This chapter explores how transforming traditional business models toward sustainability is essential for integrating social, economic, and environmental goals. Central to this shift is the circular economy, which replaces the linear “take, make, dispose” model with a regenerative one focused on reuse, recycling, and waste reduction. Circularity enables resource efficiency, extended product lifespans, and new revenue streams. Implementing circularity requires addressing planned obsolescence and engaging key stakeholders such as customers and employees. Effective change management—including clear goals, stakeholder involvement, and progress

DOI: 10.4018/979-8-3373-7655-4.ch007

metrics—is vital. Sustainable business models emphasize long-term value, ethical practices, and social responsibility. Organizational culture plays a crucial role in adopting these models, and shifting culture requires leadership, communication, and strategic planning. The AIDA model can guide cultural transformation by engaging and motivating stakeholders toward sustainable action.

1. DEVELOPMENT OF THE CIRCULAR ECONOMY MODEL

Whenever we think about a circular economy, there is quite a bit of seminal work that was done in different parts of the world by different academic institutions, foundations, and consultancy companies (Geissdoerfer et al., 2017; Ellen MacArthur Foundation, 2019). In this specific theme, we would like to emphasize the concepts related to the development of a circular economy model as seen in the eyes of different participants in this concept (Bocken et al., 2016). When we think about a circular economy model, we have to make a distinction between two folds:

One fold is what we consider as a linear model, related to extracting, producing, using, and disposing of resources towards a circular model that brings us to the second fold, where we have to think about the aspects of reusing, recycling, repairing, and remanufacturing of in-hand resources in the purpose of trying to minimize the usage and the extraction of new resources through utilizing what is already been used in probably some other activities in the economy (Braungart & McDonough, 2009; Kirchherr et al., 2018).

When we think about the circular economy model, a very simple question is raised and that is; why do we need a circular economy model to be introduced and implemented in companies? Firstly, around 90 billion tons of natural resources are extracted every year to support the global economy (UNEP, 2019). This number is very big and because there are finite resources on Earth, then we need to think about a circular economy as one solution to these issues (Ellen MacArthur Foundation, 2019). Secondly, and based on the current trends, the number of expected waste in the area of let's say plastics, cardboard or packaging is really expected to rise with more production and more consumption. Not to mention that currently only 90% of resources find their way back into products while the rest goes into landfills or the oceans (Ellen MacArthur Foundation, 2019). Last but not least, the degradation of our natural capital is an additional concern on why we can think about the circular economy model as a one to deal with these kind of issues (World Economic Forum, 2020).

Whenever we think about the circular economy model we can think about the circular economy principles. That is, thinking about these principles in terms of design, use and system. Also, thinking about circularity in the context of what we

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/transforming-business-models-for-a-sustainable-future/392897

Related Content

Intergenerational Leadership Practices in African Family Firms: A Bibliometric Analysis

Munyaradzi Chagwasha and Tonderai K. Nyamwanza (2022). *International Journal of Applied Management Sciences and Engineering* (pp. 1-13).

www.irma-international.org/article/intergenerational-leadership-practices-in-african-family-firms/312850

Adopting the Concept of Business Models in Public Management

Barbara Kouchand and Adam Jaboski (2018). *Operations and Service Management: Concepts, Methodologies, Tools, and Applications* (pp. 45-81).

www.irma-international.org/chapter/adopting-the-concept-of-business-models-in-public-management/192472

Factors Influencing Consumers' Purchase Intentions Towards Made-to-Order Tea Drinks in China

Zixuan Ricky Wang and Rob Kim Marjerison (2019). *International Journal of Food and Beverage Manufacturing and Business Models* (pp. 29-52).

www.irma-international.org/article/factors-influencing-consumers-purchase-intentions-towards-made-to-order-tea-drinks-in-china/234724

Orientation for Results: Focus on Knowledge and Popular Participation

Leila Maria dos Passos Ribeiro Melo, Joao Conrado de Amorim Carvalho and Emmanuel M.C.B. Sabino (2019). *Strategy and Superior Performance of Micro and Small Businesses in Volatile Economies* (pp. 281-302).

www.irma-international.org/chapter/orientation-for-results/221194

Collaborative Management of Conflict Resolution in Urban Residents Fights: Palmeriam and Berland

Soni Akhmad Nulhaqim (2021). *International Journal of Applied Management Theory and Research* (pp. 14-31).

www.irma-international.org/article/collaborative-management-of-conflict-resolution-in-urban-residents-fights/268897