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## Circular and Transformative Business Models: An Operations Management Perspective

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Deadline for manuscript  
submissions:

**28 February 2025**

### Message from the Guest Editors

The notion of a circular business model (CBM) has gained prominence on the agendas of policymakers around the world and is seen as a key point of leverage to implement circular and transformative economies. Despite the importance of the notion of CBMs, there is a considerable lack of clarity about their conceptualization. Creating a circular business model, especially for manufacturing companies, can be very expensive, and its profitability can be questionable. The literature recognizes that the risk of unprofitable returns is the main barrier against the implementation of circular business models and the transformation of traditional businesses into circular ones. Indeed, in most cases, implementing a circular or a transformative business model requires significant changes to the operational dimension of a firm, both internally and externally. Thus, understanding how operational strategies can contribute to value creation, deliver, and capture is a key dimension for the conceptualization of CBMs.



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# Special Issue



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## Editor-in-Chief

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## Message from the Editor-in-Chief

I am delighted to take on the editorial role for the open-access international journal *Logistics*, which will emphasize current important issues in logistics and supply chain management. My aim is to ensure that this journal employs a rapid review process; has the flexibility to address the most current topics; and is globally connected, communicating online peer-reviewed articles and related content to a worldwide audience. I have invited a group of leading thinkers to serve as Editorial Review Board Members, who will promote cutting-edge insights from authors from all over the world. Contemporary topics that address current challenges will receive special attention, as will thought-provoking scholarly essays and viewpoints. On behalf of our distinguished Editorial Board, I welcome your contributions.

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