

Special Issue

Understanding Customer Experience, Engagement and Value in relation to Circular Business Models

Message from the Guest Editors

This Special Issue aims to explore the concepts of customer experience, customer engagement, and customer value in light of a more sustainable and even circular economy. Indeed, the circular economy is increasingly considered as a condition for sustainability, with many organizations pushing for business model innovation to live up to expectations. This Special Issue welcomes conceptual and empirical contributions related (but not limited) to the following themes, and from a variety of disciplines:

- What is a sustainable customer experience?
- What is the impact of various circular business models on the customer experience?
- Under which conditions do customers engage (more or less) with circular business models and co-create value?
- What managerial strategies and processes engage customers in relation to different types of circular business models?
- Under what conditions do interactions with circular business models have negative repercussions for the customer experience?
- Under what conditions do circular business model generate customer value?
- How do customer experiences differ across different types of circular business models?

Guest Editors

Prof. Dr. Arne De Keyser

Prof. Dr. Katrien Verleye

Prof. Dr. Simon Hazée

Deadline for manuscript submissions

closed (30 June 2022)



Sustainability

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Impact Factor 3.3
CiteScore 7.7



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Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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