

# Cross-Industry Innovation for Circular Business Models in SMEs: Opportunities and Barriers (written in English)



## Idea:

Small and medium-sized enterprises (SMEs) play a crucial role in the transition toward a circular economy. However, their resources and capabilities are often limited compared to large firms. SMEs and large firms assume distinct roles in transition networks. Moreover, the implementation of circular business models (CBMs) requires cross-sectoral collaboration to overcome barriers in knowledge, markets, and resources. While Cross-Industry Innovation (CII) has been conceptually established, its role in supporting SME circularity still requires greater attention.

The thesis will analyze how CII can support SMEs in designing and implementing CBMs.

## Study design:

Systematic Literature Review

## Data:

Research articles via WoS, Scopus, Science Direct, etc.

## Relevant Literature:

Enkel, E., & Gassmann, O. (2010). Creative imitation: Exploring cross-industry innovation processes. *R&D Management*, 40(3), 256–270.

Köhler, J., Sönnichsen, S. D., & Beske-Jansen, P. (2021). Towards a collaboration framework for circular economy: The role of dynamic capabilities and open innovation. *Business Strategy and the Environment*, 30(4), 1778–1791.

Lüdeke-Freund, F., Gold, S., & Bocken, N. M. P. (2019). A review and typology of circular economy business model patterns. *Journal of Industrial Ecology*, 23(1), 36–61.