

Analysis of People Driven Factors Enhancing Circular Economy Practices in Supply Chains

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ABSTRACT

In the last few years, the circular economy (CE) concept has been receiving a significant amount of attention from both practitioners and academics. CE offers the opportunity for sustainable production based on the reuse-remanufacture and recycling of resources for both small and large enterprises to increase their sustainability performance, resulting in enhancing performance levels in their SC. As such this research paper looks at analysing the people driven factors for the implementation of CE in the SMEs of in developing countries. Based on the experts' opinions and extensive literature review factors are identified. Data is collected from experts and a simple DEMATEL (Decision Making Trial and Evaluation) technique is used. The result of the findings produces both cause and effect of each factor such as strategic alignment, top management and leadership, organisational culture, communication, employee commitment as important factors to consider for implementation. The finding of the study would help the industry managers to understand the role of people factors in the adoption of CE practices in their organizations.

Keywords: Circular Economy; DEMATEL; people-driven factors; top management and leadership.

