

## **Sustainable Innovation 2025**

***Sustainable Innovation in Products, Services and Business Models***

***Past, Present and Future***

**25th International Conference**

**30<sup>th</sup> and 31st October 2025**

**University for the Creative Arts**

**Epsom**

**Surrey**

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### **Antecedents, Moderators, Mediators, and Outcomes of Circular Business Models: A Systematic Literature Review.**

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The path from a linear to a Circular Economy (CE) is critically dependent on the adoption of Circular Business Models (CBMs), yet research on their underlying mechanisms remains fragmented and descriptive. This research bridges the gap by using a Systematic Literature Review (SLR) to establish the Antecedents-Mediators-Moderators-Outcomes (AMMO) framework. The proposed framework uniquely advances the field by offering a structured, causal model that specifies not only the drivers of CBMs but also the enabling mechanisms and contextual factors that shape their implementation and outcomes. Our findings reveal a diverse set of antecedents and outcomes, while highlighting key mediators such as organisational collaboration and critical moderators like technology and policy. Crucially, we demonstrate how this framework facilitates the development of empirically testable propositions, thereby integrating a fragmented literature into a structured, predictive theoretical framework. This study provides a vital tool for both researchers seeking to build upon existing theory and practitioners aiming to drive effective circular transitions.