



Name: Sophie Grässler

Name of the project: Optimizing change processes for the circular economy

Abstract of the project:

Most organizations rely on a linear logic of doing business by converting natural resources into waste via production. However, as this traditional business model comes with severe negative impacts on the environment and society, companies have begun to embrace the logic of the circular economy. However, systematic research into how to master this change from a linear to a circular business logic is scarce.

Therefore, the purpose of this PhD dissertation is to integrate research from organizational change management and circular economy, while identifying key success factors and design elements of a suitable change management approach, as well as understanding when and why this approach can be successful. To this end, this dissertation will investigate firm-level organizational change processes from an organizational behavior perspective. Organizational behavior research investigates how individual, team, and organizational factors influence the behavior of individuals and teams. The goal is to advance our scientific understanding of the behavioral aspects of the circular economy and derive evidence-based recommendations for practitioners. To achieve this goal, a set of different methodologies will be used, that is, narrative literature review, comparative case study, and field study.

Introduction of the ESR:

I was born in Aachen, Germany, in 1998. After finishing high school in 2016, I conducted my bachelor studies in *International Business* with a major in strategy at Maastricht University. In 2019, I then started my master's degree in *Organizations – Management, Change and Consultancy*, which I obtained in Maastricht, South Africa and the UK and finished in 2021. Next to my studies, I also had the opportunity to gain practical experience in the consulting world, amongst others by being a sustainability student consultant at Oikos Maastricht.

To me, this PhD program is a great opportunity to further develop and deepen my understanding of organizational change processes and sustainability, while providing valuable insights to researchers and companies across the globe. Besides conducting my research, I have a great passion for yoga and being outdoors, sailing and skiing are some of my favorite things to do!

Keywords:

Transformation, change, change management, circular economy, organizational behavior

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