

# The integration between Transformative Service Research and Circular Economy: A systematic review for the framework and research agenda development.

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## ABSTRACT

We developed a systematic review from Scopus and Web of Science journal hubs using bibliometric results and coupling cluster analysis to build a framework using the factors to advocate an intersectional research agenda for Transformative Service Research (TSR) and Circular Economy (CE). It aimed to show the need to introduce Quality of Life (QoL) and Competitive Advantage constructs on CE literature. We show the state of the art contrasting Glaeser (2011) and Linder and Williander (2017) works to give context on sustainable cities literature with other points of view highlighting the connection between TSR and CE. It raised opportunities for different disciplines like strategy, sustainability, and public administration. It elucidated the major role of Circular Business Models on this literature connection. Furthermore, we concluded with a framework for future quantitative research, and finally, we developed an agenda for multidisciplinary or cross-disciplinary research engagement.

Keywords: Transformative Service. Circular Economy. Sustainable Cities. Quality of Life. Competitive Advantage

## BIBLIOMETRIC METHOD

Sample: Scopus (287) + WOS (256) - 184 removed duplicated documents, totaling a sample of 359 papers in English, period:2007 – 2020.

R software + bibliometrix package + vosViewer

Coupling: shifts attention from traditional works to trends in scientific literature

## COUNTRIES & JOURNALS CONTRIBUTION

Top citations countries sources are Netherlands (412), China (301), Italy (275) and Denmark(269). Brazil(72) and USA has only 52 citations. Number of papers have a similar dispersion Italy (32) United Kingdom (13) Spain (10), Netherlands (9). Brazil(7) and USA has only 4 papers.

Journal of Cleaner Production - 72 papers and h-5=132, Sustainability - 60 papers and h-5=61 (core Bradford Law)

## CONCEPTUAL STRUCTURE

Keywords: circular economy (100) recycling (88), waste management (75), sustainable development (73) BUT no reference to competitive advantage and just 6 for Quality of Life or Well being.

Scientific Productivity

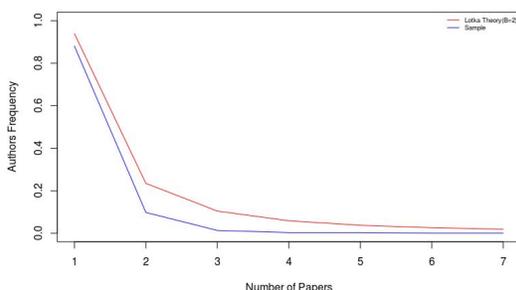


Figure 01 – Lotka Law – p-value<0,05

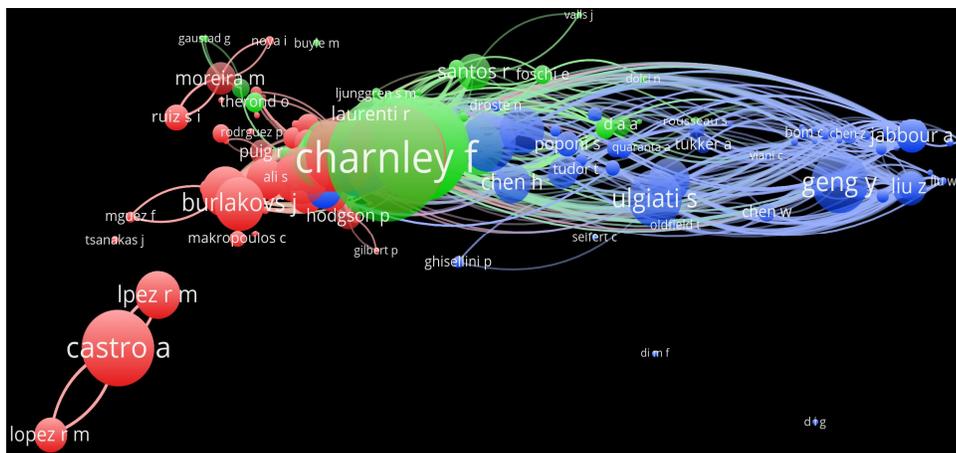


Figure 02 – Coupling Cluster Analysis

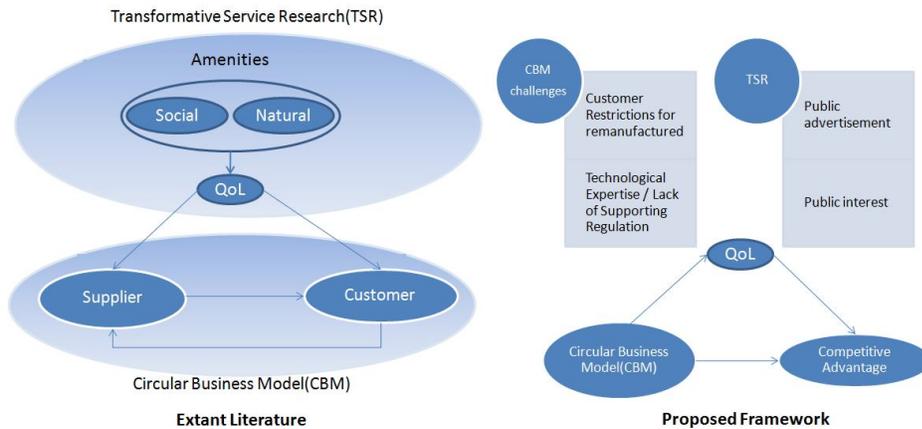


Figure 03 – Coupling Cluster Analysis

## COUPLING CLUSTERS

The green cluster aggregate the mainsprings of the field, including Circular Economy and some Urban Studies. The first assumption here is against the traditional economic point of view that production, labor, and capital configure the origin of urban growth. Social and cultural amenities are elements that help explain cities. The red cluster has some management discipline papers but there is few interest on strategic management or resource based view. The blue cluster relies on particular cases, and it is considered as the least coupled one. It deals with the ecological footprint method from sustainable development literature and spatial welfare economic.

## FRAMEWORK

It compares the extant literature and propose a framework that tries to deal with common CBM challenges including Quality of Life and Competitive Advantage constructs.

## FINAL CONSIDERATIONS

CE is a strategic concept based on the reduction, reuse, recovery and recycling, thus it has a economic-environmental focus from economics. By its turn, TSR has a political-social focus from management perspective. In this paper we have argued that in order to understand CBM and governing cities, we need a wider research model that can examine how new business models can be constructed at political spaces impacting better the society.

## MAIN REFERENCES

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