

PhD Course

## **Potentials and Challenges of Circular Economy as Sustainability Strategy**

Aalborg University

28.-30. November 2018, Copenhagen

Student: **Malte M. Hager**, MSc.

University: Technische Universität Berlin

Chairs: Strategic Leadership & Global Management (Prof. Dr. zu Knyphausen-Aufseß)  
Entrepreneurship & Innovation Management (Prof. Dr. Jan Kratzer)

### [My research on CE](#)

I am currently at the very beginning of my PhD, in the phase of familiarizing myself with the literature and identifying an attractive research gap on the verge of CE and Business Strategy. This PhD class came as a very welcome opportunity for me to further progress in this phase. My topics of interest are e.g. strategic alliances in cities, required organizational change and business model innovation/adaptation towards CE strategies as well as the broader question of the relationship between CE approaches and firm growth (and ultimately economic growth).

### [My background](#)

#### **Project “Distribute”**

For my strategy chair I am employed in this project funded by the German ministry of research and education. The project aims to design and establish the private and commercial use of e-cargo-bikes in two pilot areas in Berlin. The goals are a change towards greener transportation as well as maximizing the degree of utilization of vehicles through sharing and the consolidation of transportation across local organizations. Hence it focuses on the optimization of material use, waste, user-friendliness and inter-organizational cooperation in the local context.

#### **Venture Campus Seminar**

Together with my colleague Dr. Susanne Perner I conduct this Master seminar on the development from students' initial business ideas to full-blown business plans.

#### **Work experience**

in international business strategy (formulation and execution, 3 years) in the B2B market of HRM hard- and software.

#### **Relevant degrees**

BSc. Int. Business Economics (Maastricht University)

MSc. Int. Business Strategy (University of Amsterdam)