

DIGITAL PLATFORMS AS ENABLERS OF CIRCULAR ECONOMY TRANSITION: A FRAMEWORK FOR ORGANIZATIONAL RESILIENCE

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ABSTRACT

Organizations across emerging economies face mounting pressure to transition from linear to circular business models while simultaneously navigating rapid digital disruption. This paper proposes a conceptual framework that positions digital platforms as key enablers of circular economy (CE) adoption, with a particular focus on small and medium-sized enterprises (SMEs) in Serbia.

Grounded in the Quadruple Helix model of innovation, the framework maps the roles of academia, government, industry, and civil society in facilitating the implementation of CE. The paper further proposes a digital waste exchange platform that enables SMEs to offer surplus materials as inputs to other enterprises, reducing waste while enhancing operational resilience. Key barriers to adoption – including low managerial awareness, regulatory gaps, and limited digital infrastructure – are identified and addressed through targeted organizational interventions.

The proposed framework contributes to understanding how digital transformation and green transition can be pursued jointly, offering practical guidance for managers and policymakers seeking to build resilient, sustainable organizations.

Keywords: circular economy, digital transformation, SMEs, organizational resilience, Quadruple Helix.

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