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BUSINESS STRATEGY AND CE ADOPTION IN FIRMS, AND THE ROLE OF INTERNATIONALIZATION



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Prof. Sagnika Datta has recently completed her PhD from IIM Lucknow. She is currently a Lecturer at Jindal Global Business School, where she teaches undergraduate courses including Principles of Management and Understanding Business Models. Her research interests focus on the strategic antecedents of circular economy adoption in firms. Her research has resulted in publications in reputed journals, including ABDC A/ABS 3 outlets. Prior to pursuing her PhD, she worked for over three years as a telecom engineer at Reliance Jio Infocomm Ltd. in Navi Mumbai. She holds a B.Tech. in Electronics and Communication Engineering from NIT Agartala.

This study investigates the role of business strategy and internationalization in driving the adoption of Circular Economy within organizations. Drawing from the strategic-choice perspective, we argue that CE adoption is a profound strategic undertaking, not merely a response to external pressures. Utilizing the Miles and Snow (1978) typology, we categorize firms as Prospectors or Defenders, acknowledging the ongoing debate in the literature regarding their respective environmental commitments. Employing an unbalanced panel dataset of 53,693 firm-year observations from non-financial sectors across top 50 Sustainable Development Report countries (2014-2024), we use the Bentley et al., (2013) business strategy metric. Our findings reveal that a Prospector-type strategy generally correlates with greater CE adoption across UK/Europe, USA/Canada, and Japan. Crucially, internationalization consistently moderates this relationship, strengthening the positive impact of business strategy on CE. However, a more granular, region-specific analysis uncovers nuanced deviations from these general trends, particularly for Prospectors in North America and Defenders in Japan, highlighting contextual influences. We also analyze the effect of the COVID-19 on CE adoption. This study contributes to the Business Strategy and CE literature by providing empirical evidence for strategy's critical role, revealing internationalization's moderating effect, offering region-specific insights, and addressing the impact of exogenous shocks on CE trajectories.

MODERATOR: PROF. SHEKHAR, LECTURER, JINDAL GLOBAL BUSINESS SCHOOL

FRIDAY

20th MAR

1:30 PM-2:30 PM

LINK



Registration Link: <https://zoom.us/meeting/register/C4P1RhW0Qgyreomq49JGeQ>