

CIRCULAR ECONOMY THROUGH A MARKET MAKER

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ABSTRACT

The goal of circular economy is to achieve sustainable economic growth and social development. However, prior literature is focusing on achieving circular economy on a single firm's level, which is very challenging beyond a certain degree since there is limit to material being reused and staying in the same circular loop of one firm, or even of one industry. One such policy that promote the circular economy is the take back policy. Instead, achieving circular economy on macro level becomes more feasible since it allows other companies to take back a firm's products through market matching.

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