

## **Impact of Culture Based Development on Entrepreneurship in Circular Economy**

In recent years, the circular economy paradigm has emerged as a mainstream policy discourse having the potential to disrupt linear economic development pathways by extracting and retaining the maximum value from existing resources through their recirculation (Lekan et al., 2021). Emerging from disciplines, such as industrial ecology, business, and engineering (Korhonen et al. 2018), the principles and practices of the CE have been adopted by corporations to reduce costs and realize competitive advantage by saving raw materials (Lacy and Rutqvist 2016). Kirchherr et al. (2017) analyses 114 definitions of CE and then proposes a definition by referring to circular economy as an economic system which is based on business models that substitute the notion of end-of-life with the constructs of reuse, recycle and recover materials to alter the patterns of consumption and production/distribution at the micro, meso and macro levels with the target of attaining sustainability in growth and development. However, the CE is virtually silent on the cultural dimension, concentrating on the redesign of manufacturing and service systems to benefit the biosphere. It is unclear how the concept of the circular economy will lead to greater social equality in terms of inter and intra generational equity, gender, racial and religious equality and other diversity, financial equality or in terms of equality of social opportunity (Haynes and Murrey, 2015). These are important moral and ethical issues which are missing from the construct. This needs urgent attention in the circular economy conceptual framework.

In economics, it is difficult to study the culture due to two main reasons: definition and measurement. A clarity on defining what culture is and an adequate way to measure it are the two major constraints. Annie Tubadji (2014) mentions about the discrepancies created by the approaches to study the culture and further suggests a way to overcome them by grouping the various approaches on the basis of four broad categories. On the one hand, these categories (Vidova, 1849) the degree of theoretical viewpoint: macro- or micro-cultural economic approach.

This paper seeks to contribute to Culture Based Development (CBD) by exemplifying and expanding the CBD framework on Entrepreneurship in the Circular Economy (CE) paradigm. It majorly focuses on portraying the interaction between the behaviour of places and the behaviour of people with a significant impact on entrepreneurial decision making within the crucial setting of the Circular Economy. This insight forms the entry point into our own attempt to reconceptualize the CE from the vantage of CBD by highlighting the impact of living culture and cultural heritage on the entrepreneurship.