

TABLE OF CONTENTS

APPROVAL OF THESIS	ii
THESIS EXAMINATION APPROVAL.....	iii
STATEMENT OF THESIS ORIGINALITY	iv
ABSTRACT.....	v
ABSTRAK.....	vi
FOREWORD	vii
TABLE OF CONTENTS.....	x
CHAPTER 1 INTRODUCTION	1
1.1 Management Problem	2
1.2 Research Problem.....	4
1.3 Research Question.....	5
1.4 Research Aim or Objectives.....	6
CHAPTER 2 THEORETICAL FRAMEWORK.....	9
2.1 Economic Evaluation Theory (Cost-Benefit Thinking)	9
2.2 Barriers and Feasibility Theory (Cost-Benefit Thinking)	10
2.3 Behavioral Theory (What People Actually Do in Daily Practice)	11
2.4 Sustainable Business Models and Circular Principles	12
2.5 Putting the Framework Together.....	13
CHAPTER 3 METHODOLOGY	14
3.1 Research Design.....	14
3.2 Data Collection Methods.....	15
3.2.1 Primary Data: Semi-structure Interview	16
3.2.2 Secondary Data: Operational and Financial Inputs.....	17
3.2.3 Intergration of Primary and Secondary Data.....	18
3.3 Population and Sampling	19
3.3.1 Population for Primary Data	19
3.3.2 Sampling Strategy for Primary Data	19
3.3.3 Population for Secondary Data	20
3.4 Interview Procedure	20

3.5	Data Analysis	22
3.5.1	Interview Analysis for Interview Data	22
3.5.2	Scenario-Based Financial Analysis	23
3.6	Trustworthiness and Quality Considerations	24
3.7	Ethical Considerations.....	25
3.8	Methodological Contribution to the Thesis.....	26
CHAPTER 4 FINDINGS.....		27
4.1	Introduction to the Findings	27
4.2	Empirical Findings from the Available Information	28
4.3	Interpretation of Findings through Theoretical Framework.....	30
4.3.1	Economic Evaluation Theory	30
4.3.2	Barriers and Feasibility Theory.....	31
4.3.3	Behavioral Theory.....	32
4.3.4	Sustainable Business Model and Circular Principles	33
4.4	In Relation to Research Question.....	34
4.5	Summary	36
CHAPTER 5 CONCLUSION.....		37
5.1	General Summary.....	37
5.2	Conclusion.....	38
5.3	Recommendations	39
CHAPTER 6 POLICY		42
6.1	Policy Implications.....	42
6.2	Limitations	47
LITERATURE REVIEW		50