Product circularity has received increasing attention from practitioners, researchers and policymakers for its potential to create value and increase resource efficiency throughout a product's lifecycle. Yet much of the existing research treats the different stages of the lifecycle (i.e. development, production and use) as isolated and sequential. Additionally, research is mainly conducted at the micro level, focusing on the individual company. This has limited the possibility to capture the complexity that characterises the circular economy, in which collaboration and coordination between business and non-business actors are crucial.

To address these limitations, this thesis uses Service-Dominant Logic and the Industrial Network Approach as two complementary theoretical lenses to explore how product circularity can be conceptualised and realised through interaction between organisations, and how this, in turn, has implications for business networks. The empirical focus is on workwear—a business-to-business product that is bound by strict regulatory and performance requirements, and one that has received less attention than fashion.

This thesis contributes to a theoretical understanding of product circularity as a relational and multi-level phenomenon, showing how the interplay between resource interaction, relationship development and institutional work is key to creating both stability and change within business networks. These findings offer practical insight for the workwear sector, particularly for manufacturers, service providers and customers seeking to pursue change while maintaining the stability their operations require. For policymakers, the findings provide guidance on supporting business networks' transition towards a circular economy by addressing resource efficiency at the product level.

This thesis contributes to the subject of Textile Management, one of three research subject areas within the field of Textiles and Fashion at the Swedish School of Textiles, University of Borås.

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