

In the era of growing ecological problems, such as climate change, massive loss of biodiversity and growing scarcity of resources, practitioners and researchers are increasingly interested in the concept of circular *economy* (CE), which seeks to explain how through a series of activities increasing efficiency and productivity, collectively called circular strategies (*circular strategies*) (EMF, 2013) a company can contribute to sustainable development. The implementation of these strategies aims at reducing, reusing, repairing and recycling products. Therefore, CE, unlike linear thinking and practice, is characterized by closing and slowing down the flow of resources. For this reason, the concept of CE as a potential model of economic transformation is gaining more and more popularity among practitioners and scientists.

The CE concept pays particular attention to the fact that the traditional economic approach cannot be sustained in the long term on a planet with highly limited resources and limited capacity to absorb emissions. It is, in fact, a set of measures to counteract the negative environmental impact of a one-way system of production and consumption, known as the "take-make-dispose" model, which is an expression of continuous economic expansion and the extraction of raw materials.

At the same time, the change in the way resource flows are organised and the speed at which they circulate within the prevailing economic order distinguishes CE from the currently dominant linear models of production and resource consumption. CE links production waste to production through processes such as recycling and reuse of by-products, and strives to preserve the inherent value of products and components.

The increasing impact of the CE concept requires a change in the strategic optics of enterprises, including the approach to building a competitive advantage. In the face of the need to support the implementation of the circular strategy, enterprises should develop dynamic capabilities necessary to collect, integrate and use the resources at the disposal of the company. These include both tangible and intangible organizational resources (including data management, the existence of a data-driven culture, the presence of appropriate management and technical skills, and data-driven organizational learning processes).

**The main problem** is the lack of a conceptual framework for the model of using dynamic capabilities dedicated to enterprises implementing circular strategies.

The main problem forced the identification of specific problems, which included:

- lack of sufficient knowledge of how the dynamic capabilities of the enterprise are used to generate and modify organizational and operational routines in the enterprise in order to implement circular strategies.
- lack of sufficient knowledge, dynamic allow you to create and reconfigure internal and external resources in the enterprise in transformation to the CE model.
- lack of sufficient knowledge of the impact of the company's stakeholders as a component of dynamic capabilities in creating a CE strategy.

**Bearing in mind the above assumptions, the main objective of the research will be to develop a** model of using dynamic capabilities dedicated to organizations implementing circular strategies. Therefore, there is a need to explain how dynamic capabilities support circular strategies and whether this translates into achieving a competitive advantage.