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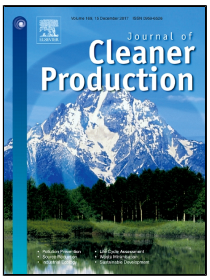

Sustainable Business Model Archetypes for the Banking Industry

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Highlights

Sustainable Business Model Archetypes for banking were developed

All archetypes are found to have positive links to the attractiveness of banks

All archetypes are found to have positive links to purchase intention in banks

New insights are gained on which archetypes banks could pursue for future sustainability

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