

ROLE OF REVERSE LOGISTICS IN OPERATIONS

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ABSTRACT

Whether Reverse Logistics is an overrated practice or is a novel approach to gain competitive capability is an ongoing debate among the operations' researchers. The central theme of this paper is to seek a relationship between the forward supply chain and reverse supply chain, the impact of flexibility of transportation on the outcome of reverse logistics, the role of knowledge based view on reverse logistics and comparing the proactive and reactive approaches on reverse logistics practices, conceptually through literature review. The mission of the paper is to be proved useful to researchers and practitioners in the field of reverse logistics.

Keywords: Reverse logistics, knowledge based view, inbound transportation, outbound transportation