

Competitive Advantages of Efficient Reverse Logistics: A Case Study Integrating Firms and Customers Perspectives

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Abstract : This study looks at how firms can create competitive advantages through effective reserve logistics strategies. Upon using data collected from reverse supply chain managers of electronic commerce companies, the study found that improved reverse logistics management can have a positive impact on companies' business benefits. These include playing a role in the implementation of many factors that highly influence the decision to purchase, customers' loyalty, as well as increasing companies' turnover. As a result, through an efficient design and management of their reverse flow, companies can decrease the costs associated to returned products.

Keywords : reverse logistics, competitive advantage, case study, business value

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