System Dynamics Modelling for Reverse Logistics Supply Firm

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Abstract

Reverse supply chain can contribute in improving the environmental, social and economic performance of the green supply chain. It is defined as all activities associated with a product/service after it is sold. This case analyses the company 'Green Dust' as an exemplar which has tried to derive value out of this proposition in an organized sector. The objective of this study is understanding the causal modelling of the flows. The various policy interventions have been modelled thereby providing managerial insights into the policy implications for the company.

Key Words: Reverse Logistics, Causal Modelling, Remanufacturing ,System Dynamics