

An Exploratory Study of Reverse Logistics and Supply Chain Management in RIL

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Abstract: *In this paper we define and compare Reverse Logistics definitions. We start by giving an understanding framework of Reverse Logistics: the why-what-how. By this means, we put in context the driving forces for Reverse Logistics, a typology of return reasons, a classification of products, processes and actors. In addition, we provide a decision framework for Reverse Logistics and we present it according to long, medium and short-term decisions, i.e. strategic-tactic-operational decisions*

Keywords: Reverse Logistics, Framework, decision-making, theory building

I. INTRODUCTION

The council of logistic management defines logistics as “that part of supply chain process that plans, implements, and controls the efficient, effective, forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer requirement”. In ordinary language the same can be defined as right product, at the right place, in right time, and in right condition. However, supply chain consists of all stages that are required to satisfy the customer request. It starts from supplier passes through manufacturer, distribution, retailer and finally reaches the customer. The supply chain management is the oversight of materials, information and finances as they move in the process from supplier to manufacturer to wholesaler to retailer to customer.

The emerging new technologies are creating strategic opportunities for the organizations to build competitive advantages in various functional areas of management including logistics and supply chain management. However, the degree of success depends on the selection of the right technology for the application, availability of proper organizational infrastructure, culture and management policies. In logistics, information, communication and automation technologies has substantially increased speed of identification, data gathering, processing, analysis and transmission, with high level of accuracy and reliability. Technology is a means to enhance business competitiveness and performance

II. LITERATURE REVIEW

We do not review established Reverse Logistics theory, simply because it is still in a process of formation. Instead, however, we review some literature adding to the theoretical growth of Reverse Logistics.

Thierry et al. (1995) shape product recovery management by detailedly going over the recovery options, from direct re-use to landfilling, and by situating them in the supply chain. In this paper besides outlining *how* products can be recovered, we add two dimensions that help to understand Reverse Logistics: *why* and *what*.

Fuller and Allen (1997) propose a typology of reverse channels, founded in the current practice of reverse logistics, specifically for post-consumer recyclable products. Thus, the paper is limited to a particular recovery option, i.e. recycling, and a particular source, i.e. households. Besides this, the focus of the typology is the listing of actors involved in recycling systems. We go behind this approach by considering a more extensive set of characteristics and overall recovery processes.

Gungor and Gupta (1999) present an extensive review of the literature (more than 300 articles or books) on environmentally conscious manufacturing and product recovery. They subdivide the literature in categories, outlining a framework. This paper looks upon product recovery from the point of view of environmentally conscious manufacturing. We contemplate a tri-fold driving force for Reverse Logistics: extended responsibility (where the environment accountability is included), economics and legislation.

From the previous review, one can notice limitations regarding generalizability. Papers had a too narrow focus. One can also observe that there is not one common classification of the spheres of the study of Reverse Logistics. This draws attention to the need of giving order to theory in this area. In contrast with the aforementioned literature, we do not focus in a single recovery option, or product, or in a specific driven factor

II. OBJECTIVES OF THE STUDY

- To determine the various technology used in logistics and supply chain management.
- To discuss the impact of technology on logistics and supply chain management.
- To assess how the supply chain management practices are currently managed by the manufacturing firms
- To study the effects of SCM strategy on Supply chain performance

2.1 HYPOTHESIS

- H1: Company supply chain performance is moderately good and there is a good supply chain management practice.
- H0: Company supply chain performance is bad and there is a bad supply chain management practice.

III. RESEARCH METHODOLOGY

Research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. It is an academic activity and as such the term should be used in a technical sense. Research is, thus an original contribution to the existing stock of knowledge making for its advancement. It is a per suit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective & systematic method of finding solution to a problem is “research”.

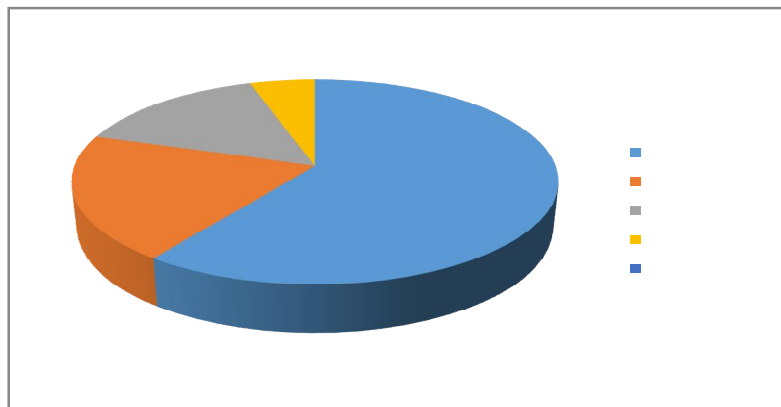
3.1 RESEARCH DESIGN

A research design used for the study is of the Descriptive type. When the research is interested in knowing the characteristics of certain group such as age, sex, educational level, occupation or income etc

IV. ANALYSIS AND INTERPRETATION

AJIO Reliance Retail Limited has enhanced the corporate image of your organization

Opinion	Percentage
Strongly Agree	60
Agree	20
Neutral	15
Disagree	5
Strongly Disagree	0



From graph it is clear that 60% respondents are strongly agree that Ajio Reliance Retail Limited has enhanced the corporate image of your organization, that 20% respondents are only agree that Ajio Reliance Retail Limited has enhanced the corporate image of your organization, 15% respondents are neutral that Ajio Reliance Retail Limited has enhanced the corporate image of your organization

V. CONCLUSION

The moderate level of Ajio Reliance Retail Limited benefit in companies that use B2B Ajio Reliance Retail Limited in Mahindra & Mahindra. Which means that the extent of agreement with the posed questions on the respondents about Ajio Reliance Retail Limited benefits in their company was medium.

The moderate level of E-marketplace usage in companies that use B2B Ajio Reliance Retail Limited in Mahindra & Mahindra of Nagpur. Which means that the extent of agreement with the posed questions on the respondents about e-marketplace usage in their company was medium.

The moderate level of Supply chain management in companies that use B2B Ajio Reliance Retail Limited. Which means that the extent of agreement with the posed questions on the respondents about Supply chain management in their company was medium.

The importance level of Ajio Reliance Retail Limited benefit; E-marketplace (EM) usage and Supply chain management in companies that use B2B Ajio Reliance Retail Limited was much close to each other. That means the respondents find that the importance of each variable is not less than the others

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