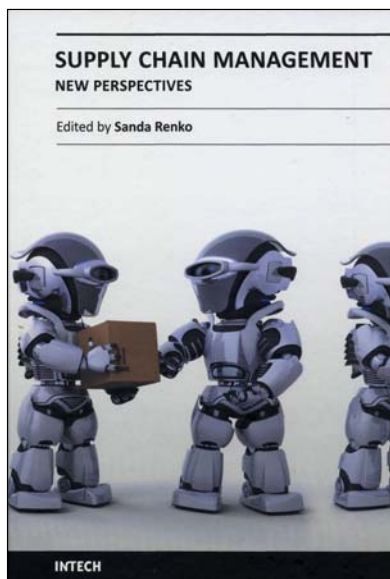


## Books/Chapters Published by International Publishing Houses



**Gabriela Cecilia Stănciulescu**

### *Supply Chain Management – New Perspectives*

Chapter title: *The importance of reverse logistics for retail activity*  
 InTech – Open Access Publisher, 2011  
 ISBN 978-953-307-633-1

The chapter has been conceived so that to render a complex image of the theme suggested, starting from a general description of reverse logistics concept its classification by various criteria, the necessary legal framework that regulates reverse logistics in various countries, the introduction of strategic variants potentially chosen by a company in order to raise its competitiveness index and addresses everyone interested in studying the reverse logistics system, both theoreticians and practitioners in this field, so that to contribute to the progress of such a system. One area of concern related to reverse logistics that has been largely ignored by academic research and practicing retailers is the financial implications of reverse logistics activities, especially as related to firm liquidity. When products reverse directions in a supply chain, it can happen quickly and without notice.

While effective reverse logistics activities generally result in value reclamation and increased cash inflows, there can be periods where significant unexpected cash outflows occur. This is often due to the time lag between the moment the firm recovers the value from the returned product and the assumption of costs incurred in the reverse logistics process. Therefore, financial management of the reverse logistics process becomes salient, and needs to be a retailer focus on an ongoing basis.

There is an abundance of literature to support the contribution of reverse logistics in strengthening the supply channels and increasing the competitiveness of retailers. Besides establishing basic macroeconomic framework conditions for economic growth, the governments in transition economies mostly, can play an important role in active facilitation of reverse logistics development processes by supporting parts of the costs.

The chapter also involved an analyze of typical reverse logistics activities, opportunities for sustainable management, and threats due to global instability, reverse logistics strategies. After discussing the literature on reverse logistics theory, the chapter presents a Romanian case study.

The case study approach mellowed an investigation to retain the holistic and meaningful characteristics of real life reverse supply operations such as the organizational and managerial practices. The use of exemplars allowed investigating individual instances of Romanian good practice, and building them into a body of knowledge that may be transferable to other retail companies.