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Reverse Service Supply Chains: The Parsimonious Conceptual Models

BAM 2015 – Full Paper

Reverse Service Supply Chains: The Parsimonious Conceptual Models

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Reverse Service Supply Chains: The Parsimonious Conceptual Models

SUMMARY

Currently limited understandings have been generated on the nature of reverse supply chains in service sectors. Recognizing the heterogeneity of services, this paper attempts to clarify the characteristics of forward and the corresponding reverse supply chains in different service sectors. The paper develops a 2-D typology matrix, representing four main clusters of services according to the degree of input standardization and the degree of output tangibility. Based on this matrix, we develop parsimonious conceptual models illustrating the characteristics of forward and the corresponding reverse supply chains of each cluster of services. This paper is the first to conceptualise the basic structure of forward and reverse service supply chains while dealing with the high level of heterogeneity of services. The findings of this research can help future researchers and managers to gain better visibility of forward and reverse service supply chains, and refine business models to help extend reverse/closed-loop activities.

Keywords: Service supply chain, Forward supply chain, Reverse supply chain, SCM

Track: Operations, Logistics and Supply Chain Management

Word count: 6,982