

# **Abstract**

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## **Trends and Practices of E-waste Management through Reverse Logistics - A case study: Samsung Electronics Company**

Over the past decades, the reverse logistics field had been gaining more importance than ever before, which allowed companies to realize that profits and customer satisfaction are always derived from a good reverse logistics' strategy. There are several companies in all sectors interested in the reverse logistics' concept to achieve efficiency and sustainability. Certainly, one of these sectors is the electronics' sector where the customers need, every few years, to upgrade their technology and products that are transformed after a short period to waste. Accordingly, the urgent need for e-waste management was required, as the companies recognize that success depended not only on the strength in the market, but also on having an environmental system to recycle their wastes. As managing e-waste became a priority, developed countries are evolving systems for the collection and environmentally sound disposal of this waste. European Union is one of the very few region which have good experience in managing e-waste due to their strict regulations. The Arab Region, on the other hand, is now discussing the problems of e-waste. In this respect, the thesis tackles the management of electronic waste focusing on Samsung Electronics Company in Egypt and showing how the absence of regulation can influence on the company's behaviour. Keywords: Reverse logistics, Consumer electronic market, E-waste management, EU legislation, Arab Region initiatives, Samsung, Egypt