

Abstract

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Analyzing Pharmaceutical Reverse Logistics Barriers: An Interpretive Structural Modeling Approach.

Reselling expired pharmaceuticals in Egypt is an increasing problem with severe consequences (Ramadan, 2014 RASSD, 2015). To reduce this problem, Kabir (2013) and Kwateng et al. (2014) suggest extended focus on reverse logistics applications. There are however several barriers which hinder prevent such applications. The purpose of this paper is to explore these barriers at a leading pharmaceutical manufacturer in Egypt. The methodological approach of Interpretive Structural Modeling (ISM) is applied to study mutual influences across barriers listed by a preliminary case analysis, and to identify the "driving" barriers which may worsen other barriers, and "dependent" barriers influenced by the driving barriers. Managerial implications of this research will be discussed.