

ABSTRACT

Nowadays reverse logistics is a topic which has gained a great attention of the owners of the company's as well as researchers, because reverse logistics has had a significant economic impact on industry as well as society. It is difficult for single company to adopt the whole process of reverse logistics therefore there is a need to make strategic alliance with others to handle some or all the reverse logistics processes. The aim of this paper is to contrast the perception of the current companies of the level of adopting of strategic alliance to the actual level of possible strategic alliance and apply a strategic alliance in one of the case studies that would benefit from such alliance. Companies tend think that they are adopting certain level of alliance with their partners while they are adopting other level on ground.

We conducted a survey that asks about the companies' level of strategic alliance they believe they adopt. The survey also asks whether the companies do some tasks that can be directly translated into strategic levels. The results are statistically analyzed to measure whether there is a significant difference between what the companies think they adapt and what they actually do in real life.

We extend our research to an actual case study on PepsiCo Company. We conduct interviews with the manager of sustainability to get information about the company's reverse logistics and the strategic alliance with its partners. We apply a possible alliance in their reverse supply chain and measure its impact on the company via the simulation methodology.