

# 量販零售業執行逆向物流活動之因素探討

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## 摘要

Global climate change and environmental overexploitation force countries around the world working on energy saving and carbon reduction. The retailer is the closest to end consumer in the supply chain. If the retailer has better reverse logistics capabilities, they can provide customers with excellent service.

The objectives of this research are: (1) to identify critical reverse logistics activities, (2) to investigate the implementation incentives of reverse logistics, and (3) to compare the differences between actual and expected wholesaler performance.

The results show that wholesale retailers place more emphasis on reverse logistics activities, the fulfillment level is also higher. The study finds that suppliers and government affect reverse logistics activities. Absorbed slack resources and manager's progressive have a significant influence on the final decision of implanting reverse logistics programs.

**關鍵字** : Reverse Logistics, Wholesale Retailers, Discrepancy Analysis