



CIRRELT



# Séminaire conjoint CIRRELT, FORAC et Réseau stratégique VCO (Value Chain Optimization)

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### COLLABORATIVE MECHANISMS IN REVERSE SUPPLY CHAINS: A CASE IN PHARMACEUTICAL INDUSTRY

#### Abstract:

The pharmaceutical industry has witnessed significant changes in recent years; competition is fiercer than ever. New regulations are imposed by governments tackling the recovery process of medications at different collecting zones. Accordingly, improving the reverse supply chain (RSC) is one way to gain and maintain a strategic advantage. Pharmaceutical companies must be proactive to conquer the growing challenges of maintaining RSC integrity and regulatory compliance. In reality, RSC is not owned by a single company. Hence decision-making system in such networks is bound to fail unless a coherent coordination mechanism is utilized. We explored the role of providing incentives to customers on a real pharmaceutical RSC. Moreover, we investigated the effect of having a proper coordination method on the performance. The results indicate that introducing incentives to customers increases the collected medications, i.e. greening the RSC. Also, having negotiation-based contracts could improve the RSC performance and insure a full medication recovery. A proper technique was proposed to share the RSC's savings and to reward the collaborative efforts of the network entities.

MARDI

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Pavillon Pouliot  
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Ouvert à tous

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Marc-André Carle  
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