

Measuring the performance of the reverse supply chain based on the BSC approach

Faycal Mimouni

Research professors

Institute of Transport and Logistics

Casablanca, Maroc

Mimounifaycal@gmail.com

Driss Serrou

Research professors

Institute of Transport and Logistics

Casablanca, Maroc

d.serrou@gmail.com

Abstract

Direct logistics chain is implemented in all industries to ensure customer satisfaction by ensuring delivery at any time and at minimal cost. The interest of this work is to demonstrate the importance of reverse logistics, management system for products recovery by companies with regard for recycling, for recovery and other forms of product returns from customer to producer and its integration in the direct supply chain. The objective of this article is to analyze the different dimensions of reverse logistics based on the BSC method in order to analyze the different benefits and drawbacks of the reverse supply chain.

Keywords (12 font)

BSC, Reverse Logistics, performance indicators.

Biographies

Fayçal MIMOUNI is a research professor the Institute of Transport and Logistics. He received his degree in industriel engineering at The Mohammadia School of engineering, Rabat, Morocco in 2013. He has a Ph.D in reverse logistics from the National School for Applied Sciences at the university Ibn Tofail, Kenitra Morocco. He is currently a research professor at the Institute of Transport and Logistics. His research interests include manufacturing, simulation, optimization, reliability, reverse logistics, manufacturing, and remanufacturing.

DRISS SERROU is a research professor the Institute of Transport and Logistics. He has a PhD from the National School for Applied Sciences at the university IbnTofail, Kenitra Morocco. He obtained his master degree in industrial engineering from Sciences and technologies Faculty in Fes, Morocco. He has 8 year of experience in the industrial domain. His research interests include manufacturing, simulation, optimization, reliability, maintenance and manufacturing