

SUS12

Strategy for Refurbishing Returned Products

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Abstract

Refurbishing returned products and sell them on a secondary is becoming a common practice. We study the impact of different refurbishing strategies: refurbished by the manufacturer vs refurbished by the seller on the manufacturer's profitability and on the sustainability. We assume that in both strategy the refurbish is done by a third-party vendor, but the closed loop supply chain structure is not the same and the party who is behind the quality guarantee is not the same.

Conference Track

Sustainability Issues in Decision Making