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Examining the Concepts of the Stakeholder Power,
Reverse Logistics and Performance of Supply Chain in
Pakistani Pharmaceutical Industry



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DEDICATION

This Thesis is dedicated to

To My Late Mother

A strong and gentle soul who taught me to trust ALLAH, believe in hard work and that so much
could be done.

To My Late Father

For earning an honest living for us and for supporting and encouraging me to believe in myself.

To My Brothers and Sisters

For supporting me during my studies.

Abstract

The study fundamentally intended toward surveying the apparent stakeholder impact on reverse logistics (RL) reception and further inspected how the reception of RL impacts supply chain execution, with a concentration in the Pakistani pharmaceutical industry. A sum of 193 operation executives, logistics supervisors and production executives were cautiously chosen by means of defined sampling strategy for the study. An organized survey was performed for gathering the essential information. Articulated theories were tried utilizing Partial Least Squares structural equation modelling. The results found that all the stakeholders variables (Top Management support, Corporate Citizenship Pressure and Client Pressure), aside from ecological guidelines, impact RL reception. Besides, supply chain execution is upgraded through RL. The outcomes give vital understanding to managers to eagerly uphold RL and plan successful product merchandise strategies that meet both clients and society's 'greening' belief to improve their supply chain. Governments and other ecological administrative bodies ought to plan national waste administration strategies directed toward mounting force on manufacturing firms to agree and embrace RL into their tasks.

Keywords: *Reverse Logistic, Top Management Support, Citizenship Pressure, Client Pressure*

Abbreviations

SC	Supply Chain
SCM	Supply Chain Management
SCP	Supply Chain Performance
CCP	Corporate Citizenship Pressure
CP	Client Pressure
ER	Environmental Regulations
TPM	Top Management Support
AVE	Average Variance Extracted
HTMT	Heterotrait-Monotrait Ratio
VIF	Variance Inflation Factors
APRA	Automotive Parts Rebuilders Affiliation
RL	Reverse Logistics

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