



Dynamische Aspekte Der Reverse Logistics in Closed-Loop Supply Chains (German Edition)

Jan-Peter Mertens

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Diplomarbeit aus dem Jahr 2005 im Fachbereich BWL - Industriebetriebslehre, Note: 1,3, Universität Mannheim, 107 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die vorliegende Arbeit hat sich zum Ziel gesetzt, erhöhte Komplexität und Kausalzusammenhänge innerhalb einer Closed-Loop Supply Chain im Rahmen des System-Dynamics-Ansatzes abzubilden. Mittels des Simulationsstudiums sollen grundlegende Erkenntnisse über die dynamischen Auswirkungen einer Integration von Sekundärressourcen in den Produktionsprozess gewonnen werden. Besondere Beachtung wird dabei den Implikationen der Reverse Logistics auf das Systemverhalten infolge exogener Störungen in der Nachfrage (Bullwhip-Effekt) zuteil. Zum Erreichen der Zielsetzung wird folgender Lösungsweg eingeschlagen: In Kapitel 2 wird auf Umfeld und Prozesse der Reverse Logistics eingegangen, um so den Rahmen für die spätere Modellentwicklung aufzuspannen. Dazu werden zunächst gesetzliche Grundlagen und direkte und indirekte ökonomische Anreize als Ursachen der Produktrücknahmen seitens der Hersteller identifiziert. Darauf folgend werden verschiedene Quellen und Senken der Produktrückflüsse definiert und Reverse Logistics als viergliedrige Prozesskette charakterisiert. Abschließend erfolgt eine Systematisierung der dem RL-Umfeld inhärenten Angebotsunsicherheit. In Kapitel 3 wird auf Basis der gewonnenen Erkenntnisse ein System-Dynamics-Modell einer generischen Closed-Loop Supply Chain konzipiert, dessen Ausgangsstruktur anhand der wesentlichen Modellsektoren Produktion, Produktnutzung und Reverse Logistics erläutert wird. Darauf folgen eine Validierung der Modellstruktur sowie eine Diskussion der durch Simulation des Basismodells gewonnenen Ergebnisse. Die in Kapitel 4 zunächst vorgenommene Erweiterung des System-Dynamics-Modells um eine sektorübergreifende Koordination der Produktions- und Recyclingprozesse strebt eine Verbesserung des zuvor beobachteten Systemverhaltens an. Sich daran anschließende Szenarioanal

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