

Chapter 7

Reverse Logistics Influence on Waste Recovery by Mediation of Innovative Business Models in Ethiopia

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ABSTRACT

This investigation uses a sample size of 250 firms from a variety of sectors to investigate the association among waste recovery, innovative business models, and reverse logistics. Using a mixed-procedures approach, surveys were assimilated to gather quantitative data, and qualitative interviews were manifested to provide additional in-depth understanding. With innovative business models acting as a partial mediator in this connection, major outcomes manifest that efficient reverse logistics greatly augments waste recovery rates. Outcomes manifest that corporates that incorporate these components have augmented operational influence and

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sustainability outcomes. The investigation comes to the conclusion that optimizing trash recovery operations manifests a comprehensive strategy that strikes a balance among logistics and innovation. Future investigation will investigate certain cutting-benefit business models that augment trash recovery, how new knowhow influence reverse logistics, and how regulatory frameworks influence sustainable practices.

INTRODUCTION

The notion of reverse logistics has manifest quite popular in the modern world wide market place as a crucial part of sustainable supply chain management (Kant & Ashuro, 2025). The procedures assimilated in returning are referred to as reverse logistics (Bensfia, 2025; Saglam, 2023). Waste recovery has manifest crucial as ecological concerns grow and resource depletion manifests a major problem (Bouklata & Bensfia, 2020). This is especially true in emerging market places (Alla et al., 2022), where there are special possibilities and difficulties due to the interaction among ecological sustainability and economic growth (Ahmadi et al., 2024). Reverse logistics had its start in the early 1990s when companies started reevaluating their supply chain procedures due to growing ecological consciousness (Kant et al., 2025; Badr, 2022). As the notions of the circular market place have gained traction, this notion has changed to emphasize together waste reduction and the production of significance from returned goods (Gallegos, 2024). The empirical literature manifests how corporates may successfully use reverse logistics into their operations by manifesting a variety of innovative business models that have surfaced internationally (Bentalha et al., 2019). For a case study in Kenya, corporates have influence diminished waste and augmented their strategic benefit by putting take-back programs and remanufacturing procedures into place (Ahmed et al., 2023).

Ethiopia has real-world obstacles in putting in place efficient waste recovery systems, despite the potential benefits of reverse logistics (Kant et al., 2025). These difficulties include a lack of governmental frameworks that encourage sustainable behaviors, poor infrastructure, and constrained knowhow capabilities (Kant & Ashuro, 2025, Hmioui et al., 2020). Also, SMEs which are vital to Ethiopia's market place frequently lack the funds and expertise necessary to implement cutting-benefit reverse logistics strategies (Khan, 2022). There are still unanswered questions about how these cutting-benefit economic models may be successfully mediated to augment garbage recovery in Ethiopia (Kant et al., 2025). Although the literature currently in publication sheds light on reverse logistics procedures in industrialized nations, few studies concentrate on the unique opportunities and constraints faced by Ethiopia (Ali et al., 2024). This investigation will help future scholars and politicians

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