



*“Gheorghe Asachi” Technical University of Iasi, Romania*



---

## **THE PARADIGM OF REVERSE DISTRIBUTION SUSTAINABILITY. A CASE OF SELECTED PRODUCTION FIRMS: AN APPROACH**

**Adedugba Adebayo\*, Inegbedion Daniel, Akinola Adekunle**

*Department of Business Administration, Caleb University, Ikorodu, Lagos State, Nigeria*

---

### **Abstract**

The environment, and its protection, social economic variables, the effective utilization of resources, and the disposal of ecological byproducts are the principal priorities of sustainability. The study objective is the evaluation of reverse distribution and environmental sustainability in its intervening relationship in selected production firms in Lagos State. The aim is to provide an empirical overview of reverse distribution operations and environmental sustainability on the bases of inferred data. Subsequently, the practical utilization and the statistical validation of the outcome is the premise for the conclusion. The study problem was the utilization of reverse distribution based on product defection and quantity that affect the environment from a negative perspective. Descriptive measurements (statistics) via purposive sampling and complete recapitulating(enumeration) model were utilized. Based on the study, the variable of reverse distribution was achieved by the medium-scale production firms in the beverage industry, which is functional in Lagos State. Given this, the study outcome shows that reverse distribution is an essential construct that impacts the environment and is considerably connected to sustainability. The analysed production firms minimally utilized the tools of environmental procedures. Therefore, the element of environmental procedures is utilized primarily in the distribution process of reversals in the context of returned goods. One of the biggest bottlenecks to the implementation and utilization of the variables of environmental sustainability in terms of distribution is the lack of eco-friendly procedures and resources. The utilization of green reverse distribution enables the examined organizations to improve the production-customer chain. Initiatives should be geared towards new processes of sustainability in terms of the environment.

*Key words:* environment, operations, production, reverse distribution, sustainability

*Received: November, 2022; Revised final: July, 2023; Accepted: August, 2023; Published in final edited form: August, 2023*

---

---

\* Author to whom all correspondence should be addressed: e-mail: [adedugba@calebuniversity.edu.ng](mailto:adedugba@calebuniversity.edu.ng)