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ABSTRACT

The main intention of this research is to identify the relationship between organizational efforts and reverse logistics performance on soft drink industry in Sri Lanka. Further, this survey study was carried out by selecting a sample of professionals and workers in the soft drink industry in Sri Lanka. The empirical study carried out previous to the survey revealed that, organizational efforts on reverse logistics were not a comfortable flat form. Along with the findings of experimental past research studies, the researcher tested four types of organizational efforts specially transport facility, innovation and growth, warehouse facility, environment sustainability and mediating factor is resources commitment on reverse logistics performance. The survey was executed by using questionnaires and analyzed using quantitative data analysis techniques such as Lickert Scale, Cronbaches Alpha, person correlation Coefficient, Multiple Regression and Sobel test. According to the findings of the parametric tests, all four predictor variables were positively correlated and transport facility was identified as the most influenced factor on reverse logistics performance. Due to the mediating effect of management commitment, companies' provisions for transport facility, innovation and growth, warehouse facility and environment sustainability have created the reverse logistics performance. As per the implication of this study, there was significant impact on organization effort on reverse logistics performance. Therefore, organization and government should pay their attention on reverse logistics process and their contribution on its success due to the various reasons

Keywords: Organizational efforts, Reverse logistics performance, Resources Commitment