Cannibalization Effects of Remanufacturing

The potential for cannibalization of new product sales by remanufactured versions of the same product is a central issue in Closed Loop Supply Chains (CLSC) and Reverse Logistics. The main task of this Master thesis is to review what has been done so far in CLSC Research, concerning cannibalization effects of remanufacturing. In order to address this task in a structured way, the following questions could be used: What are the reasons for cannibalization effects when remanufacturing? Which CLSC members are affected and where in a CLSC can these effects arise? Is cannibalization a central issue for companies that remanufacture? And if so, can these effects actively be influenced?

Another task of this thesis is to carve out how cannibalization is linked to the interplay between economic and ecological performance. Could cannibalization even be desirable from a certain point of view? Could it be used as a metric for good or bad performance?

Literature:
