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Abstract

The environmental aspect of business activities has become an important issue due to growing public awareness of environmental protection, increasing demand for sustainable development and introduction of environmental legislation. Considering the obvious impact of different logistics activities on the environment, many companies are increasingly redesigning their logistics functions to make practices more energy efficient and environmentally friendly. Taking environmental concerns into account in logistical activities is generally understood as *green logistics*. Often firms publish corporate responsibility reports to highlight their environmental efforts, such as green logistics activities. Especially in the ever-growing mobile phone industry with short life cycle products, the environmental aspects of the business operations are becoming a major concern. The purpose of this study was to *analyze how green logistics is adapted and exploited in mobile phone industry based on the activities presented in the responsibility reports published*. Thus, the activity-based approach to green logistics was in the focus of the research.

Five leading mobile phone companies, in terms of market shares, were chosen as the case companies of the study; Samsung Electronics, Apple, Nokia, LG Electronics and ZTE Corporation. The qualitative research was conducted as a comparative case study by analyzing the content of corporate responsibility reports, accessible to anyone, on the web pages of the case companies. The conceptual model of activity-based green logistics comprising four main categories; corporate environmental initiatives, transportation, warehousing and reverse logistics, served as a theoretical viewpoint of the study, which was the starting point when conducting the empirical research. Each of the four categories was further divided into specific activities which were used in the content analysis.

The research findings suggest that *green logistics is not a well-recognized concept in the mobile phone sector* based on the reported environmental activities. Mainly green logistics is understood purely as transportation or reverse logistics related. Mobile phone companies emphasize the most corporate environmental initiatives among green logistics activities when reporting. Furthermore, the study revealed that reverse logistics activities, especially recycling, are reported actively as well. Transportation and warehousing activities were poorly presented in the reports of the case companies. However, the activities found are not necessary recognized as part of green logistics in the corporate reports. Concluding, *green logistics is not prioritized when formulating the corporate reports pertaining to environmental efforts in the cell phone sector*. There are evidently major opportunities for mobile phone companies to expand its reporting in the areas of logistics.

Key words	green logistics, environment, mobile phone industry, corporate responsibility reports
Further information	