

Incorporación de la Logística Inversa en la Cadena de Suministros y su influencia en la estructura organizativa de las empresas

José López Parada

ADVERTIMENT. La consulta d'aquesta tesi queda condicionada a l'acceptació de les següents condicions d'ús: La difusió d'aquesta tesi per mitjà del servei TDX (www.tesisenxarxa.net) ha estat autoritzada pels titulars dels drets de propietat intel·lectual únicament per a usos privats emmarcats en activitats d'investigació i docència. No s'autoritza la seva reproducció amb finalitats de lucre ni la seva difusió i posada a disposició des d'un lloc aliè al servei TDX. No s'autoritza la presentació del seu contingut en una finestra o marc aliè a TDX (framing). Aquesta reserva de drets afecta tant al resum de presentació de la tesi com als seus continguts. En la utilització o cita de parts de la tesi és obligat indicar el nom de la persona autora.

ADVERTENCIA. La consulta de esta tesis queda condicionada a la aceptación de las siguientes condiciones de uso: La difusión de esta tesis por medio del servicio TDR (www.tesisenred.net) ha sido autorizada por los titulares de los derechos de propiedad intelectual únicamente para usos privados enmarcados en actividades de investigación y docencia. No se autoriza su reproducción con finalidades de lucro ni su difusión y puesta a disposición desde un sitio ajeno al servicio TDR. No se autoriza la presentación de su contenido en una ventana o marco ajeno a TDR (framing). Esta reserva de derechos afecta tanto al resumen de presentación de la tesis como a sus contenidos. En la utilización o cita de partes de la tesis es obligado indicar el nombre de la persona autora.

WARNING. On having consulted this thesis you're accepting the following use conditions: Spreading this thesis by the TDX (www.tesisenxarxa.net) service has been authorized by the titular of the intellectual property rights only for private uses placed in investigation and teaching activities. Reproduction with lucrative aims is not authorized neither its spreading and availability from a site foreign to the TDX service. Introducing its content in a window or frame foreign to the TDX service is not authorized (framing). This rights affect to the presentation summary of the thesis as well as to its contents. In the using or citation of parts of the thesis it's obliged to indicate the name of the author.



Bibliografía completa

Bibliografía completa

Actualidad Económica (2006), *Las 5.000 mayores empresas españolas*, nº 2523

Ali, H. y Birley, S. (1999). *Integrating deductive and inductive approaches in a study of new ventures and customer perceived risk*. Qualitative market research: An international journal. Vol. 2, nº 2, p. 103-110

Álvarez-Gayou, J.L. (2005). *Cómo hacer investigación cualitativa. Fundamentos y metodología*, Paidós

Amaratunga, D. y Baldry, D. (2001). *Case study methodology as a means of theory building: performance measurement in facilities management organizations*. Work Study. Vol. 50, nº 3, p. 95-104

Angell, L.C. y Klassen, R.O. (1999), *Integrating environmental issues into the mainstream: an agenda for research in operations management*, Journal of Operations Management, Vol. 17, nº 5, pp. 575-598

Amit, R. y Schoemaker, P. J. (1993), *Strategic assets and organizational rent*, Strategic Management Journal, Vol. 14, nº1, pp. 33-46

Aragón, J.A. (1996), *La integración del medio ambiente en las teorías sobre la empresa: Un enfoque estratégico desde una perspectiva “cross-paradigmática”*. Revista Europea de Dirección y Economía de la Empresa, Vol 5, nº 3, pp. 93-108

Aragón, J.A. (1998). *Strategic Proactivity and Firm Approach to the Natural Environment*. Academy of Management Journal, Vol. 41, nº 5, pp. 556-567

Aragón, J.A.; Matías, F. y Senise, M. E. (2004). *Managerial discretion and corporate commitment to the natural environment*, Journal of Business Research, Vol. 57, pp. 964-975

Arangüena, A. (1992), *Auditoría medioambiental en la empresa*, Centro de Estudios Ramón Areces

Autoritat del Transport Metropolità (2008), *Memoria 2007*

Autoritat del Transport Metropolità (2008), *TransMet Xifres, 1r semestre 2008*

Avella, L.; del Brío, J. A.; Junquera, B. y Valle, S. (2001). *Factores de éxito en el proceso de desarrollo de nuevos productos ecológicos: una revisión de la literatura*. Revista de Economía y Empresa, Vol. XV, nº 42, pp. 9-31

Báez y Pérez de Tudela, J. (2007), *Investigación cualitativa*, ESIC

- Ballou, R. (2004), *Logística, administración de la cadena de suministro*, Prentice Hall
- Banerjee, S. B. (2002), *Corporate Environmentalism. The Construct and its Measurement*. Journal of Business Review, Vol. 55, pp. 177-191
- Banerjee, S. B.; Iyer, E. S. y Kashyap, R. K. (2003), *Corporate Environmentalism: Antecedents and Influence of Industry Type*. Journal of Marketing, Vol. 67, pp. 106-122
- Bansal, P.; Roth, K. (2000), *Why Companies Go Green: A Model of Ecological Responsiveness*, Academy of Management Journal, Vol. 43, nº4, pp. 717-736
- Bañegil, T. M.; Rivero, P. (1998), *¿Cómo de verde es su marketing?*, Revista Internacional de Economía y Empresa, nº. 99
- Barnes, D. (2001). *Research methods for the empirical investigation of the process of formation of operations strategy*. International Journal of Operations & Production Management. Vol. 21, nº 8, p. 1.076-1.095
- Barney, J. B. (1991), *Firm resources and sustained competitive advantage*. Journal of Management, Vol. 17, nº 1, pp. 99-120
- Barnes, D. (2001), *Research methods for the empirical investigation of the process of formation of operations strategy*, *International Journal of Operations & Production Management*, Vol. 21, nº 8, pp. 1.076-1.095
- Bazeley, P.; Richards, L. (2000), *The NVivo qualitative project book*. Oxford: Sage Publications
- Berrone, P. (2009), *A la hora de innovar, piense "en verde"*, IESE Insight, nº 2
- Berry, M.A.; Rondinelli, D.A. (1998), *Proactive Corporate Environmental Management: A New Industrial Revolution*, Academy of Management Executive, Vol. 12, nº2, pp. 38-50
- Bilderbeek, R.; Hertog, P.; Den Marklund, G.; Miles, I. (1998), *Services in innovation: knowledge intensive business services (kibs) as co-producers of innovation*, Synthesis Papers STEP Group
- Blumberg, D. F. (2005), *Introduction to Management of Reverse Logistics and Closed Loop Supply Chain Processes*, CRC Press
- Bonache, J. (1999). *El estudio de casos como estrategia de construcción teórica: características, críticas y defensas*. Cuadernos de Economía y Dirección de la Empresa. Nº 3, enero-junio, p. 123-140
- Bowen, F.E., Cousins, P.D., Lamming, R.C. and Faruk, A.C. (2001), *The Role of Supply Management Capabilities in Green Supply, Production and Operations Management*, Vol. 10, nº 2, pp. 174-189
- Bowerson, D.; Daugherty, P. (1987), *Emerging patterns of logistical organization*, Journal of Business Logistics, Vol. 8, nº 1, pp- 46-60

Bowersox, D.; Closs, D.; Cooper, M. (2007), *Administración y logística en la cadena de suministro*, McGrawHill

Brown, L. (1990), *The State of the World*, Worldwatch Institute

Brown, L. (2008), *Plan B 3.0: Mobilizing to Save Civilization*, Earth Policy Institute

Bueno Campos, E. (2007), *Organización de empresas. Estructura, procesos y modelos*, Pirámide (2º edición)

Burns, T.; Stalker, G.M. (1994), *The management of innovation*, Oxford University Press

Byrne, M.R.; Polonsky, M.J. (2001), *Impediments to consumer adoption of sustainable transportation: Alternative fuel vehicles*, International Journal of Operations and Production Management, Vol. 21, nº12, pp. 1521-1538

Campbell, C.J. (1997), *The Coming Oil Crisis*, Multiscience and Petroconsultants

Campbell, C.J. (2006), *Regular Convencional Oil Production to 2100*, The Coming Global Oil Crisis website

Campofrio Alimentación (2008), *Informe anual 2007*

Carter, C.R, Ellram, L.M (1998), *Reversed logistics: a review of the literature and framework for future investigation*, *Journal of Business Logistics*, Vol. 19, nº1, pp. 85-102

Castán, J.M.; Cabañero, C.; Núñez, A. (2003), *La logística en la empresa, fundamentos y tecnologías de la información y de la comunicación*, Pirámide

Castells, M. (1996), *The rise of the network society*, Wiley

Catterall, M. (1998) *Academics, practitioners and qualitative market research*. Qualitative Market Research: An International Journal, 1, 2, pp. 69– 76

Cepeda, G. (2006). *La calidad en los métodos de investigación cualitativa: principios de aplicación práctica para estudio de casos*. Cuadernos de Economía y Dirección de la Empresa. N° 29, octubre-diciembre, p. 57-82

Chandler, A.D. (1969), *Strategy and Structure*, MIT Press

Child, J.; McGrath, R.G. (2001), *Organizations unfettered: Organizational form in an information-intensive economy*, Academy of Management Journal (44)

Claver, E.; Molina, J. F. (2000). *Medio ambiente, estrategia empresarial y competitividad*. Revista Europea de Dirección y Economía de la Empresa, Vol. 9, nº 1, pp. 119-138

Claver, E.; Molina, J. F.; Tarí Guilló; J.J. (2005), *Gestión de la Calidad y Gestión Medioambiental. Fundamentos, Herramientas, Normas ISO y Relaciones*, Pirámide, Madrid

Cleland, D.I.; Gareis, R. (2006), *Global project management handbook*, McGraw-Hill

Coller, X. (2000), *Estudio de casos*, Centro de Investigaciones Sociológicas, Cuadernos metodológicos, nº 30

Comisión Europea (1999), *A first set of eco-efficiency indicators for industry: pilot study*, Anite Sytems Report for Eurostat and DG Enterprise

Comisión Europea (2002), *European Competitiveness Report*, Commission Staff Working Paper

Daft, R.L.; Lewin, A.Y. (1993), *¿Where are the theories for the new organizational forms? An editorial essay*, Organization Science, vol. 4, nº. 4.

Daly, H; Cobb, J. (1993), *Para el bien común. Reorientando la economía hacia la comunidad y un futuro sostenible*, Fondo de Cultura Económica

Damm, Grupo (2008), *Informe anual 2007*

Dane, F.C. (1997). *Mètodes de recerca*. Barcelona: Edicions de la Universitat Oberta de Catalunya y Edicions Proa.

Daniel, V.; Guide, R. (1997), *Scheduling with priority dispatching rules and drum-buffer-rope in a recoverable manufacturing environment*, *International Journal of Production Economics*, Vol. 53, nº 1, pp. 101-116

Davidow, W.H.; Malone, M.S. (1992), *The Virtual Corporation - Structuring and Revitalizing the Corporation for the 21st Century*, HarperCollins

de Weerd-Nederhof, P.C. (2001), *Qualitative case study research. The case of a PhD research project on organising and managing new product development systems*, Management Decision, Vol. 39, nº 7, p. 513-538

Del Brio, J.A., Fernández, E., Junquera, B. y Vázquez, C.J. (2001), *Environmental Managers and Departments as Driving Forces of TQEM in Spanish Industrial Companies*, International Journal of Quality & Reliability Management, Vol. 18, nº5, pp. 495-511

del Rincón Igea, D. (1995). *Técnicas de investigación en ciencias sociales*. Madrid: Dykinson

Denzin, N.K.; Lincoln, Y.S. (ed.). (1994), *Handbook of qualitative research*, Sage Publications.

Díaz, A.; Álvarez, M.J.; González, P. (2004), *Logística inversa y medio ambiente*, McGrawHill

Dobson, A. (1997), *Pensamiento político verde. Una nueva ideología verde para el siglo XXI*, Paidós.

Dobson, A (2005), *Citizenship and the Environment*, Oxford University Press

Drucker, P. (2002), *Managing in the Next Society*, Truman Talley Books

Eisenhardt, K.M. (1989), *Building theories from case study research*, Academy of Management Review, Vol. 14, nº 4, p. 532-550

Elkington, J. (1998), *Cannibals with Forks*, New Society Publishers

Ellram, L.M. (1996), *The use of the case study method in logistics research*, Journal of Business Logistics, Vol. 17, nº 2, p. 93-138

Enarsson, L. (1998), *Evaluation of suppliers: how to consider the environment*, International Journal of Physical Distribution and Logistics Management, Vol. 28, nº1, pp. 5-17

Eroski, Grupo (2008), *Memoria 2007*

ESADE (2004), *Producción i logística. (Guías de gestión de la innovación)*, CIDEM-Departamento de Trabajo, Industria, Comercio y Turismo, Generalitat de Catalunya

Escorsa, P.; Valls, J. (2004), *Tecnología e innovación en la empresa*, Editorial UPC

Fomento de la Producción (2007), *España 30.000*, Disponible en: <http://www.fomenweb.com>

Estevan, A. (1995), *Monetarización del medio ambiente y ecologismo de mercado en De la economía a la Ecología*, Trotta, pp. 67-78

Fagor Electrodomésticos (2008), *Cuentas anuales consolidadas e informe de gestión anual consolidado, 31 de Diciembre de 2007*

Fernández, E. (2005), *Estrategia de Innovación*, Thomson

Ferrovial (2008), *Informe anual 2007*

Field, B.C.; Field, M.K. (2003), *Economía ambiental*, Mc Graw Hill

Flick, U. (1998), *An introduction to qualitative research*, Sage Publications.

Fraj, E.; Martínez, E. (2002), *Comportamiento del Consumidor Ecológico*. Editorial ESIC. Madrid

Fraj, E.; Martínez, E. (2004), *El comportamiento ecológico de los individuos explicado a través de sus características psicográficas: Un estudio empírico*. Revista Europea de Dirección y Economía de la Empresa, Vol. 13, nº 3, pp. 149-168

García Merino, J.D.; Peña Cerezo, M.A. (2004), *Metodologías cuantitativas versus cualitativas: ¿Una dicotomía irreconciliable?*, XVIII Congreso Anual y XIV Congreso Hispano-Francés de AEDEM, Ourense, 2-4 de junio. pp. 1-19

Giménez, G.; Casadesús, M. y Valls, J. (2002). *Gestión ambiental y competitividad: situación actual en la industria española*. ESIC Market, nº 112, pp. 211-224

Gibbs, G.R. (2002), *Qualitative data analysis. Explorations with NVivo*, Open University Press

Glasse, B.; Strauss, A.L. (1967), *The discovery of grounded theory: Strategies for qualitative research*, Aldine

Global Reporting Initiative (2006), *Guía para la elaboración de Memorias de Sostenibilidad*

Gobierno Vasco, (2003), *Medio Ambiente en la Comunidad Autónoma del País Vasco*

Govindarajan, V.; Trimble, C. (2005), *Ten Rules for Strategic Innovators—from Idea to Execution*, Harvard Business Press

Green, K.; Morton, B; New, S. (1998), *Green purchasing and supply policies: do they improve companies' environmental performance?*, Supply Chain Management, Vol. 3, nº 2, pp. 89-95

Greiner, L.; Schein V. (1988), *Power and Organization Development: Mobilizing Power to Implement Change*, Prentice Hall

Grifols, J.R. (2002), *Flébula Grífols para extracción y transfusión*, SETS nº 46, Madrid

Grifols, S.A. (2008), *Cuentas anuales consolidadas 2007*

Grifols, S.A. (2008), *Cuentas anuales e informe de gestión 2007*

Grifols, S.A. (2008), "Información general año 2008"

Grifols, S.A. (2008), *Informe anual 2007*

Guide, V.D; Jayaraman, V.; Srivastava, R.;Benton, W.C. (2000), *Supply chain management for recoverable manufacturing systems*. Interfaces, Vol 30, 3, pp. 125–142.

Guide, V.D; Van Wassenhove, L.N. (2002). *The reverse supply chain*. Harvard Business Review, Vol 80, nº 2, pp. 25–26

Guide, V.D.; Jayaraman, ; Linton, J. (2003), *Building contingency planning for closed-loop supply chains with product recovery*, Journal of Operations Management, Vol. 21, nº 3, pp. 259-279

Gupta, M.C. (1994), *Environmental Management and Its Impact on the Operations Function*, International Journal of Operations and Production Management, Vol. 15, nº 8, pp. 34-51.

Gupta, M.C.; Sharma, K. (1996), *Environmental Operations Management: An Opportunity for Improvement*, Production and Inventory Management Journal, Vol. 37, nº 3, pp. 40-46

Handfield, R.B.; Walton, S.V.; Seegers, L.K.; Melnyk, S.A. (1997), *Green Value Chain Practices in the Furniture Industry*, Journal of Operations Management, Vol. 15, nº 4, pp. 293-315

Handfield, R.B.; Nichols, E.L. (1998), *Introduction to Supply Chain Management*, Prentice Hall

Handfield, R.; Walton, S.V.; Sroufe, R.; Melnyk, S.A. (2002), *Applying environmental criteria to supplier assessment: A study in the application of the Analytical Hierarchy Process*, European Journal of Operational Research, Vol. 141, nº 1, pp. 70-87

Handy, C. (1992), *Balancing corporate power: A new federalist paper*, Harvard Business Review (70)

Hansen, M.T.; Birkinshaw, J. (2009), *The Innovation Value Chain*, Harvard Business Review

Hart, S.L. (1995), *A natural-resource-based view of the firm*, Academy of Management Review, Vol. 20, nº 4, pp. 986-1014.

Hartley, J. R. (1992), *Concurrent Engineering*, Productivity Press

Henriques, I.; Sadorsky, P. (1999), *The Relationship between Environmental Commitment and Managerial Perceptions of Stakeholder Importance*, Academy of Management Journal, Vol. 42, nº 1, pp. 87-99

Hendshaw, J.M. (1994), *Design for recycling: new paradigm or just the latest design-for-x'fad?*, International Journal of Materials and Product Technology, Vol. 9, nº 1-3, pp. 125-138

Hewlett-Packard Company. (2007), *HP Global Citizenship Report*

Hewlett-Packard Company. (2007), *HP Annual Report 2007*

Hippel, E. von (2006), *Democratizing innovation*, The MIT Press

Hospital Universitario Virgen de las Nieves (2007), *Memoria de Sostenibilidad 2005-2010*

Hospital Universitario Virgen de las Nieves (2008), *Resumen Memoria 2007*

Hospital Universitario Virgen de las Nieves (2008), *Memoria de Sostenibilidad 2007*

Hunt, C.B.; Auster, E.R. (1990), *Proactive Environmental Management: Avoiding the Toxic Trap*, Sloan Management Review, Vol. 31, nº 2, pp. 7-18

Hobbs, D. (2003), *Lean Manufacturing Implementation: A Complete Execution Manual for Any Size Manufacturer*, J. Ross Publishing, Inc

Hoek, R.J. van (1999), *From reversed logistics to green supply chains*, Supply Chain Management, Vol. 4, nº 1, pp. 129-134

Institut d'Estudis Regionals i Metropolitans de Barcelona (2008), *Enquesta de Mobilitat en dia feiner*

ISO/WD 26000 (2007), *Guia sobre responsabilidad social*, ISO/TMB/WG RS nº 113

Itami, H. (1987), *Mobilizing Invisible Assets*. Harvard University Press

Jasch, C. (2001), *Environmental Management Accounting, Procedures and Principles*, United Nations Division for sustainable Development (Department of Economic and Social Affairs)

KH Lloreda (2006), *Memoria de sostenibilidad*

Kimura, Tatsuya (2003), *The Smile Curve Phenomenon in the Japanese Assembly-type Manufacturing Industry*, FRI ERC Research Report nº. 167

Klassen, R.D.; McLaughlin, C.P. (1996), *The impact of environmental management on firm performance*, Management Science, Vol. 42, nº 8, pp. 1199-1214

Kotler, P.; Keller, K.L. (2006), *Dirección de marketing*, Pearson

Labandeira, X.; León, C.; Vázquez, M.X. (2007), *Economía ambiental*, Pearson

Lambert, A.J.D. (2001), *Life-cycle chain analysis, including recycling*, en Sarkis J. (2001), *Greener Manufacturing and Operations: from Design to Delivery and Back*: Greenleaf Publishing, pp. 36-55

Lambert. A.J.D. (2003), *Disassembly sequencing a survey*, *International Journal of Production Research*, Vol 41, nº 16, pp. 3721-3759

Lamming, R.; Hampson, J. (1996), *The Environment as a Supply Chain Management Issue*, British Journal of Management, Vol. 7, Special Issue, pp. 45-62

Lanjouw, J.O.; Mody, A. (1996). *Innovation and the International Diffusion of Environmentally Responsive Technology: The Role of Expenditures and Institutions*. *Research Policy*, Vol. 25, pp. 549-572

Laroche, M.; Bergeron, J.; Barbaro-Forleo, G. (2001), *Targeting consumers who are willing to pay more for environmentally friendly products*, *Journal of Consumer Marketing*, Vol. 18. nº 6, pp. 503-520

Larsson, R. (1993), *Case survey methodology: Quantitative analysis of patterns across case studies*, *Academy of Management Journal*, Vol. 36, nº 6, pp. 1.515-1.546

Lawrence. P.R.; Lorsch, J.W. (1986), *Organization and environment: managing differentiation and integration*, Harvard Business School Press

Leal, J. (2005), *Ecoeficiencia: marco de análisis, indicadores y experiencias*, Publicación de las Naciones Unidas (CEPAL)

Livingstone, S. ; Sparks, L. (1994), *The new German packaging laws: Effects on firms exporting to Germany*, *International Journal of Physical Distribution and Logistics Management*, Vol. 24, nº7, pp. 15-25

Mango MNG Holding (2006), *Memoria de sostenibilidad*

- Marshall, C.; Rossman, G.B. (1995), *Designing qualitative research*, Sage Publications
- Martínez Olmo, F. (2002), *El cuestionario. Un instrumento para la investigación de las ciencias sociales*, Laertes
- Mason, J. (1997), *Qualitative researching*, Sage Publications
- Mathews, J. A.; Miles, R.E.; Snow, C.C.; Miles, G.; Coleman, H.J. (1997), *Organizing in the knowledge age: Anticipating the cellular form*, Academy of Management Executive (11)
- Maxwell, J.A. (1996), *Qualitative research design. An interactive approach*, Sage Publications
- Maykut, P; Morehouse, R. (1994), *Beginning Qualitative Research: A Philosophical and Practical Guide*, Routledge
- McDonough, W.; Braungart, M. (2002), *Cradle to Cradle: Remaking the Way We Make Things*, North Point Press
- McIntyre, K. (2007), *Delivering Sustainability through supply chain management*. Global Logistics, Kogan Page, pp.238-252
- Mentzer, J. T.; DeWitt, W.; Keebler, J.S; Min, S. (2001); *Defining supply chain management*, Journal of Business Logistics , Vol. 22, nº 2, pp. 1-25
- Meredith, J. (1998), *Building operations management theory through case and field research*, Journal of Operations Management, Vol. 16, nº 4, pp. 441-454
- Miles, R. E.; Snow, C. C. (1978), *Organizational strategy, structure and process*, McGraw-Hill
- Miles, M.B.; Huberman, A.M. (1984), *Qualitative data analysis: A sourcebook of new methods*, Sage Publications
- Miles, M.B.; Huberman, A.M. (1994), *Qualitative data analysis: An expanded sourcebook*, Sage Publications
- Min, H.; Galle, W.P. (2001), *Green Purchasing Practices of US Firms*, International Journal of Operations and Production Management, Vol. 21, nº 9/10, pp. 1222-1238
- Min, H.; Jeung Ko, H.; Seong Ko, C. (2006), *A genetic algorithm approach to developing the multi-echelon reverse logistics network for product returns*, Omega, 34(1)
- Ministerio de Medio Ambiente y Medio Rural y Marino, Gobierno de España (2009), *Perfil ambiental de España 2008*
- Ministerio de Sanidad y Consumo, Gobierno de España (2007), *Indicadores clave del Sistema Nacional de Salud – Diciembre 2007*
- Mintzberg, H. (1979), *The structuring of organizations*, Prentice-Hall

Morse, J.M.; Richards, L. (2002), *Readme first for a User's Guide to qualitative methods*, Sage Publications

Murphy, P.R.; Poist, R.F.; Braunschwig, C.D. (1994): *Management of environmental issues in Logistics: Current status and future potential*, Transportation Journal, Vol. 34, nº 1, pp. 48-56

Murphy, P.R.; Poist, R.F.; Braunschwig, C.D. (1995): *Role and relevance of logistics to corporate environmentalism: An empirical assessment*, International Journal of Physical Distribution & Logistics Management, Vol. 25, nº 2, pp. 5-19

Naredo, J.; Valero, A. (1999), *Desarrollo económico y deterioro ecológico*, Fundación Argentaria

Newman, W.R.; Hanna, M.D. (1996), *An empirical exploration of the relationship between manufacturing strategy and environmental management: two complementary models*, International Journal of Operations and Production Management, Vol. 16, 4, pp. 69-87

Nidumolu, R., Prahalad, C.K.; Rangaswami, M.R. (2009), *Why Sustainability Is Now the Key Driver of Innovation*, Harvard Business Review

Nonaka, I., Takeuchi, H. (1995), *The knowledge-creating company: How Japanese Companies Create the Dynamics of Innovation*, Oxford University Press.

O'Reilly, C.A.; Tushman, M.L. (2002), *Winning through Innovation: A Practical Guide to Leading Organizational Change and Renewal*, Harvard Business Press

OECD; Eurostat (2005), *Oslo Manual: Guidelines for Collecting and Interpreting Innovation Data*, Third Edition, OECD-European Communities

Olcese, A.; Rodriguez, M.A.; Alfaro, J. (2008), *Manual de la empresa responsable y sostenible*, McGrawHill

Pagh, J.D.; Cooper, M.C. (1998), *Supply chain postponement and speculation strategies: How to choose the right strategy*, Journal of Business Logistics, Vol. 19, nº 2, pp. 13-33

Paradores de Turismo de España (2005), *Directorio Profesional*

Paradores de Turismo de España (2008), *Informe anual 2007*

Patton, M.Q. (1990), *Qualitative evaluation and research methods*, Sage Publications

Pearce, D.; Turner, K. (1989). *Economics of Natural Resources and the Environment*, Prentice Hall

Pérez, A.; Rodríguez, M.A.; Sabriá, F. (2003), *Logística inversa*, LogisBook

Pérez, W. (1999), *El estudio de casos*, en Sarabia, F.J. (coordinador), *Metodología para la investigación en marketing y dirección de empresas*, capítulo 9, Pirámide

- Peters, T., Waterman, R. (1982), *In Search of Excellence*, Harper & Row
- Poirier, C.C. (2003), *Using models to improve the Supply Chain*, St. Lucie Press
- Porter, M.E. (1985), *Competitive Advantage, Creating and Sustaining Superior Performance*, Free Press
- Porter, M.; Van der Linde, C. (1995), *Green and Competitive: Ending the Stalemate*. Harvard Business Review, Vol. 73, nº 5, pp. 120-134
- Prendergast, G.; Pitt, L. (1996): *Packaging, marketing, logistics and the environment: are there trade-offs?*, International Journal of Physical Distribution and Logistics Management, Vol. 26, nº 6, pp. 60-72
- Prisa (2008), *Informe anual 2007*
- Prisa (2008), *Resultados anuales, Enero-Diciembre 2007*
- Prisa (2008), *Cuentas Anuales e Informe de Gestión del ejercicio 2007*
- Rao, P. (2002), *Greening the supply chain: A new initiative in South East Asia*, International Journal of Operations and Production Management, Vol. 22, 6, pp. 632-655
- Quazi, H.A.; Khoo, Y.; Tan, C.; Wong, P. (2001), *Motivation for ISO14000 Certification: Development of a Predictive Model*, Omega, Vol. 29, nº 6, pp. 525-542
- Rees, W.; Wackernagel, M.; Testemale, P. (1998), *Our Ecological Footprint, reducing human impact on the earth*, New Society Publishers
- Roberts, E. B. (1977), *Generating Effective Corporate Innovation*, Technology Review
- Robertson, A.M. (1977), *Farm Wastes Handbook: Problems, Properties, Storage, Handling and Use of By-products from Housing Farm Livestock*, Scot. Farm Bldgs. Investigation Unit
- Rodríguez Gómez, G.; Gil Flores, J.; García Jiménez, E. (1999), *Metodología de la investigación cualitativa*, Ediciones Aljibe
- Rodríguez, M. (2008), *Mango: el secret són les persones. Entrevista a Enric Casi*; Paradigmas, nº 0, pp. 184-191; Departament d'Innovació, Universitats i Empresa; Generalitat de Catalunya.
- Rogers, D ; Tibben-Lembke, R (1998), *Going Backwards, Reverse logistics trends and practices*, Reverse Logistics Executive Council
- Rogers, D ; Tibben-Lembke, R (2001), *An examination of Reverse Logistics practices*, Journal of Business Logistics, Vol. 22, nº 2, pp. 129-148
- Rogers, D.; Lambert, D.; Croxton, K.; Garcia-Dastugue, S. (2002), *The Returns Management Process*, International Journal of Logistics Management, vol. 13, nº 22

- Romero, C. (1997). *Economía de los recursos ambientales y naturales*, Alianza Económica
- Rosseger, G. (1980), *The Economics of Production and Innovation*, Pergamon press
- Ruiz Olabuénaga, J.I. (2003), *Metodología de la investigación cualitativa*, Universidad de Deusto
- Rupnow, P. (2008), *Reverse Logistics Software Systems Framework and Benefits*, Reverse Logistics Association
- Russell, R.; Taylor, B. (2009), *Operations management along the supply chain*, Wiley
- Sagoff, M (2008), *The Economy of the Earth. Philosophy, Law, and the Environment*, Springer
- Salas, V. (2001), *Economía de la empresa: Decisiones y organización*, Ariel Economía
- Sarkis, J. (1995), *Manufacturing Strategy and Environmental Consciousness*, Technovation, Vol. 15, nº 2, pp. 79-97
- Sarkis, J. (1998), *Evaluating environmentally conscious business practices*, European Journal of Operational Research, Vol. 107, nº1, pp. 159-174
- Sarkis, J. (1999), *How green is the supply chain?. Practice and research*, Graduate School of Management, Clark University
- Sarkis, J.; Sundarraj, R. P. (2002), *Evolution of brokering; paradigms in e-commerce enabled manufacturing*, International Journal of Production Economics, vol. 75
- Sarkis, J. (2003), *A strategic decision framework for green supply chain management*, Journal of Cleaner Production, Vol. 11, nº. 4, pp. 397-409
- Schein, E.H. (1979), *Organizational psychology*, Prentice-Hall
- Schein, E.H. (2004), *Organizational culture and leadership*, Jossey-Bass
- Schmidt-Bleek, F. (1993), *A universal ecological measure?*, Fresenius Environmental Bulletin, Vol. 2, nº.8, pp. 306-311
- Schmidt-Bleek, F. (2007), *Future, Beyond Climatic Change*, Factor Ten Institute
- Scott, S.G.; Bruce, R.A. (1994), *Determinants of Innovative Behavior: A Path Model of Individual Innovation in the Workplace*, Academy of Management Journal (37)
- Seat, S.A. (2008), *Informe anual 2007*
- SETAC (1993), *Guideline for life-cycle assessment: a code of practice*, SETAC Workshop Sesimbra (Lisboa)

- Shrivastava, P. (1995). *The Role of Corporations in Achieving Ecological Sustainability*. Academy of Management Review, Vol. 20, nº. 4, pp. 936-960.
- Shrivastava, P.; Hart, S. (1995), *Creating sustainable corporations*, Business Strategy and the Environment, Vol. 4, pp. 154-165
- Silverman, D. (ed.) (1997), *Qualitative research. Theory, method and practice*, Sage Publications
- Sony (2006), *Sony made-ECO*
- Sony (2008), *Annual Report 2007*
- Sony (2008), *Corporate Social Responsibility Report 2007*
- Sosa, N. (2001), *Ética ecológica. Necesidad, posibilidad, justificación y debate*. Libertarias
- Stock, R.J. (1998), *The development and implementation the Reverse Logistics programs*, Oak Brook Il., Council of Logistics Management
- Stock, R.J. (2001), *Avoiding the seven deadly sins of reverse logistics*, Primer foro internacional PILOT
- Stock, J.; Speh, T.; Shear, H. (2006), *Managing Product Returns for Competitive Advantage*, MIT Sloan Management Review, Vol 48, nº 1
- Stoner, J.; Freeman, R. E. (1994), *Administración*, Prentice-Hall
- Strauss, A.; Corbin, J. (1990). *Basics of qualitative research. Grounded theory, procedures and techniques*, Sage Publications
- Stuart, E. D.; McCutcheon, R; Handfield, R.; McLachlin, R.; Samson, D. (2002), *Effective case research in operations management: a process perspective*, Journal of Operations Management, Vol. 20, nº 5, pp. 419-433
- Taylor, S.J.; Bogdan, R. (1998), *Introducción a los métodos cualitativos de investigación*, Paidos
- Trainer, T. (1995), *The Conserver Society; Alternatives for Sustainability*, Zed Books
- Trainer, T. (2007), *Renewable Energy Cannot Sustain a Consumer Society*, Kindle Book
- Transports Metropolitans de Barcelona (2008), *Informe anual 2007*
- Tuzkaya, G.; Gülsün, B. (2008), *Evaluating centralized return centers in a reverse logistics network: An integrated fuzzy multi-criteria decision approach*, Int. J. Environ. Sci. Tech., 5 (3)
- Valles Martínez, M.S. (2003), *Técnicas cualitativas de investigación social. Reflexión metodológica y práctica profesional*, Sintesis

Valles Martínez, M.S. (2006), *Abrirse camino en el mundo de la investigación social cualitativa, desde la península ibérica, entre los milenios segundo y tercero. Testimonio personal*, Forum Qualitative Sozialforschung (Forum: Qualitative Social Research) 7(4), Art. 16

Vastag, G.; Kerekes, S.; Rondinelli, D.A. (1996). *Evaluation of Corporate Environmental Management Approaches: A Framework and Application*. International Journal of Production Economics, Vol. 43, nº. 2, pp. 193-211

Volberda, H.W. (1999), *Building the Flexible Firm: How to Remain Competitive*, OUP Oxford

Wachernagel, D.; Rees, W. (1998), *Our Ecological Footprint, reducing human impact on the earth*, New Society Publishers

Waring, M. (1990), *If women counted: A New Feminist Economics*, Harpercollins

Wasik, J. (1996), *Green Marketing & Management: A Global Perspective*, Blackwell

Weizsäcker, E. von; Lovins, A.; Humter, L. (1998), *Factor Four Doubling Wealth, Halving Resource Use*, Earthscan

West, M.; Farr, J. (1990), *Innovation and Creativity at Work: Psychological and Organizational Strategies*, John Wiley & Sons Inc.

Winsemius, P.; Guntram, U. (1992), *Responding to the Environmental Challenge*. Business Horizons, Vol. 35, nº. 2, pp. 12-20

Woodman, R.W.; Sawyer, J.E.; Griffin, R.W. (1993), *Toward a Theory of Organizational Creativity*, Academy of Management Review (18)

Wu, H.; Dunn, S.C. (1995), *Environmentally Responsible Logistics Systems*, International Journal of Physical Distribution and Logistics Management, Vol. 25, nº 2, pp. 20-38

Yin, R.K. (1993), *Applications of case study research*, Sage Publications

Yin, R.K. (1994), *Case study research. Design and methods*, Sage Publications

Zhu, Q.; Sarkis, J. (2004), *Relationships between operational practices and performance among early adopters of green supply chain management practices in Chinese manufacturing enterprises*, Journal of Operations Management, Vol. 22, nº.3, pp. 265-289

Zsidisin, G.A.; Hendrick, T.E. (1998), *Purchasing's involvement in environmental issues: a multi-country perspective*, Industrial Management and Data Systems, Vol. 98, nº7, pp. 313-320

Zsidisin, G.A.; Siferd, S.P. (2001), *Environmental purchasing: A framework for theory development*, European Journal of Purchasing and Supply Management, Vol. 7, nº1, pp. 61-73