Contents

Part I Reviews and Discussions

1 Reverse Logistics of US Carpet Recycling ........................ 3
   Iurii Sas, Kristin A. Thoney, Jeffrey A. Joines, Russell E. King
   and Ryan Woolard

2 Green Brand Strategies in the Fashion Industry: Leveraging
   Connections of the Consumer, Brand, and Environmental
   Sustainability ................................................. 31
   Hye-Shin Kim and Martha L. Hall

3 Impacts of Social Media Mediated Electronic Words of Mouth on
   Young Consumers’ Disposal of Fashion Apparel: A Review and
   Proposed Model ............................................... 47
   Nadine Ka-Yan Ng, Pui-Sze Chow and Tsan-Ming Choi

Part II Analytical Modeling Studies

4 Fashion Supply Chain Network Competition with Ecolabeling ..... 61
   Anna Nagurney, Min Yu and Jonas Floden

5 Reverse Logistics as a Sustainable Supply Chain Practice for the
   Fashion Industry: An Analysis of Drivers and the Brazilian Case ... 85
   Marina Bouzon and Kanan Govindan

Part III Empirical Studies

6 Apparel Manufacturers’ Path to World Class Corporate Social
   Responsibility: Perspectives of CSR Professionals .................. 107
   Marsha A. Dickson and Rita K. Chang
7 Sustainable Supply Chain Management in the Slow-Fashion Industry
Claudia E. Henninger, Panayiota J. Alevizou, Caroline J. Oates
and Ranis Cheng

8 Mass Market Second-Hand Clothing Retail Operations in Hong Kong: A Case Study
Hau-Ling Chan, Tsan-Ming Choi and Jasmine Chun-Ying Lok

9 Constraints and Drivers of Growth in the Ethical Fashion Sector: The Case of France
Mohamed Akli Achabou and Sihem Dekhili

10 Effects of Used Garment Collection Programs in Fast-Fashion Brands
Tsan-Ming Choi, Shu Guo, Sheron Suet-Ying Ho and Wing-Yan Li

Index
Sustainable Fashion Supply Chain Management
From Sourcing to Retailing
Choi, T.-M.; Cheng, T. (Eds.)
2015, X, 201 p. 12 illus., 6 illus. in color., Hardcover
ISBN: 978-3-319-12702-6