

The researchers seeks to know the possibility of adopting the reverse supply strategy with its dimensions (environmental concern, guarantor returns and recovery) in the organization under study through a field study in that organization and on the diversity of administrative levels. In view of the lack of interest of many governmental and private sector organizations in the issue of reverse supply and the importance of the subject from the researcher's point of view, in addition to studies that dealt with the study variable in the Iraqi environment, which deliberately addressed this topic in a comprehensive manner in an attempt to examine the possibility of its application in the field researched. In order to reach the objectives of the study and answer the main axes of the study problem, this study was applied to the sample consisting of (36) people from different departments in the organization under study. The questionnaire was relied on as a main tool for collecting data and information, and it was dealt with using a set of statistical tools appropriate to the nature of the study, such as the arithmetic mean, standard deviation, coefficient of variation, and the T. test, which was carried out using the statistical program (SPSS) on the computer. Relying on the conclusions, the researcher presented a set of proposals that, in turn, are consistent with those conclusions, among which is the need to adopt the two topics of reverse supply as a dominant culture in the manufacturing process as it is a profitable source in many cases as well as preserving the environment