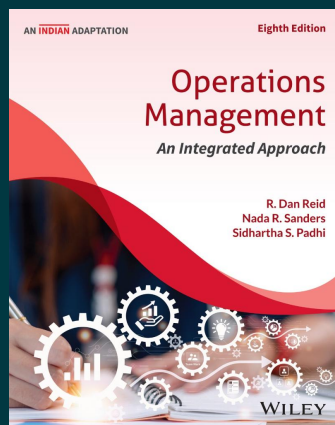




Operations Management, 8ed (An Indian Adaptation)

By R. Dan Reid, Nada R. Sanders, Sidhartha S. Padhi

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Description

In an era of unprecedented business evolution, marked by technological breakthroughs and global challenges, an Operations Management (OM) textbook emerges to equip students with the essential tools to navigate the complexities of the modern corporate environment. This textbook stands as a testament to the transformative power of global integration, AI advancements, sustainability imperatives, and the disruptive effects of the COVID-19 pandemic on traditional business practices, emphasizing the pivotal role of OM in maintaining a firm's competitive advantage. This textbook aims to provide a foundational knowledge of OM, blending classic and modern methodologies, including IT, robotics, AI, and sustainable practices. It covers strategic and tactical decision-making and the specific challenges of service and manufacturing sectors. The book is also designed for accessibility, with relatable introductory stories and clear explanations to cater to students with varying business acumen. It progresses from strategic to tactical OM topics, with self-contained chapters for teaching flexibility and upfront background knowledge summaries.

About the Author

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R. Dan Reid is Associate Professor Emeritus of Operations Management at the Whittemore School of Business and Economics at the University of New Hampshire. He holds a Ph.D. in Operations Management from The Ohio State University, an M.B.A. from Angelo State University, and a B.A. in Business Management from the University of Maryland. During the past 20 years, he has taught at The Ohio State University, Ohio University, Bowling Green State University, Otterbein College, and the University of New Hampshire.

Nada R. Sanders is a Distinguished Professor of Supply Chain Management at the D'Amore-McKim School of Business at Northeastern University. She holds a Ph.D. in Operations Management from The Ohio State University, an M.B.A. from The Ohio State University, and a B.S. in Mechanical Engineering. She has taught for more than 25 years at a variety of academic institutions including The Ohio State University, Lehigh University, Texas Christian University, and Wright State University. She has designed and taught classes for undergraduates, graduates, and executives across various industry groups on topics such as operations management, operations strategy, forecasting and analytics, and supply chain management.

Sidhartha S. Padhi is Professor of Quantitative Methods and Operations Management (QMOM) at Indian Institute of Management Kozhikode with more than 13 years of work experience. He obtained his Ph.D. from the Indian Institute of Technology, Kharagpur,

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to determine what consumers are looking for and what problems they are trying to solve. Once a market need has been identified, the next step is to develop a concept for a product that addresses that need. This typically involves brainstorming ideas and creating a rough sketch or prototype. The third step is to conduct a feasibility study to determine whether the product is viable. This involves assessing the technical, financial, and market feasibility of the product. If the study shows that the product is viable, the next step is to develop a business plan. This plan should outline the marketing, sales, and distribution strategy for the product, as well as the financial projections and the timeline for development. Once the business plan is complete, the next step is to secure funding for the product. This can be done through a variety of sources, including venture capitalists, angel investors, and crowdfunding. Finally, once funding has been secured, the product can be developed and launched into the market. This involves manufacturing the product, setting up a distribution network, and implementing a marketing campaign to promote the product.

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