

Operations Research

Operations Research (OR) has a fairly straightforward approach in business contexts – Is this the best decision possible under the current scenario?

In contemporary business environments subtraction of inefficiencies is as important as value addition on top, and more often than not both contribute equally to the bottom line in the long run.

Hacking away at the inefficiencies often equates to making good decisions on the fly with limited resources at hand, to be able to make the best possible use of resources.

In a hyper-connected world with insane amounts of data floating around, computers pave the way for increasingly stronger man-machine interaction to solve real-world business problems.

Objective of OR is to assist the decision

makers with solutions based on scientific basis – for problems that involve a lot of moving parts, by employing people from different disciplines in pursuit of a solution that is good enough (depends on the allocated time and a whole range of other constraints).

Scope and Applications of Operations Research

Operations Research aims to reduce “muddy” business problems into well-defined mathematical constructs, while also defining expected behaviour and goals (well rooted in computer science and analytics).

It tries to empower decision making in areas where efficient allocation of scarce resources is a prime concern – whether it be capital, human effort, time or other resources.

Embedded in a scientific method of enquiry which lends itself to a host of problems that can be tackled through mathematical models, its scope is pretty broad. Here are some of the areas in which OR can be seen in action:

Production / Manufacturing Management
Finance Budgeting / Investments

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