

Operations Management as a Function of Business has been Fundamental in Keeping Businesses Afloat during the Current Uncertain Times

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Abstract: *Operations management is an area of administration that deals with business practices. It helps create maximum efficiency in the organization. Operations management plays an important role in business organizations to help them achieve their objectives and desired goals. Operations management department like any other department like Finance, Sales, HR is an integral part of almost all organizations be it big or small scale units. It involves a set of processes like planning, organizing, and supervising the tasks carried out in the organization. It improves productivity and enhances the skills of the workers working in the organization. It improves the working conditions of the workers of the organization. The process of Operations Management reduces wastage of resources. This in turn, reduces the expenditure in the organization. Operations Management is an important aspect of every company. Operations Management is a function of management and is important for the success of any company. Operations management helps to create products which can be sold by companies in an effective and efficient manner.*

Keywords: Operations Management, Process, Products

Operations management plays an important role in business organizations to help them achieve their objectives. Operations management department like any other department like Finance, Sales, HR is an integral part of almost all organizations be it big or smallscale units.

Operations Management as per 'The Definitive Guide to Manufacturing and Service Operations' by CSCMP and Nada Sanders defines operations management as "a business function responsible for managing the process of creation of goods and services involving various procedures like organizing, coordinating, planning and controlling all the resources needed to produce a company's goods and services."

Operations Management is an important aspect of every company. Operations Management is a function of management. It is important for the success of any company. Operations management helps to create products which can be sold by companies in an effective and efficient manner.

Operations Management is an intersection position of business processes, finance and technology.

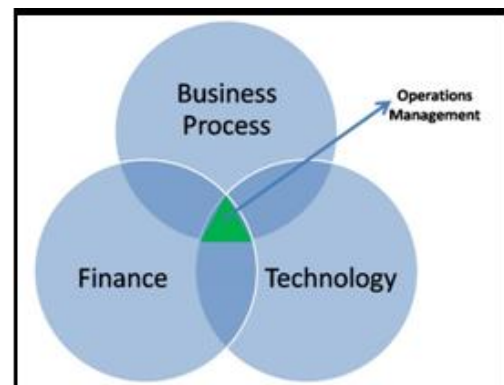


Figure 2: The exact position of Operations Management

Operations Management acts as an observer of every process and procedure that takes place within an organization. High profit margin is achieved by a company when it observes the procedures carried out by the team of Operations Management.



Figure 1: An Overview to Operations Management



Figure 3: Operations Management: The Brain of the Organization

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Operations Management involves two major activities:

- 1) **Process Design:** Process Design can be termed as designing of new facilities involving transformation of organizational goals, visions, ideas. Process Design includes product development, choice of technology,
- 2) **Process Control:** Process Control is a continuous production process involving a combination of control engineering and chemical engineering in addition to consistency, economy and safety. Process Control is an effective and efficient utilization of available resources.

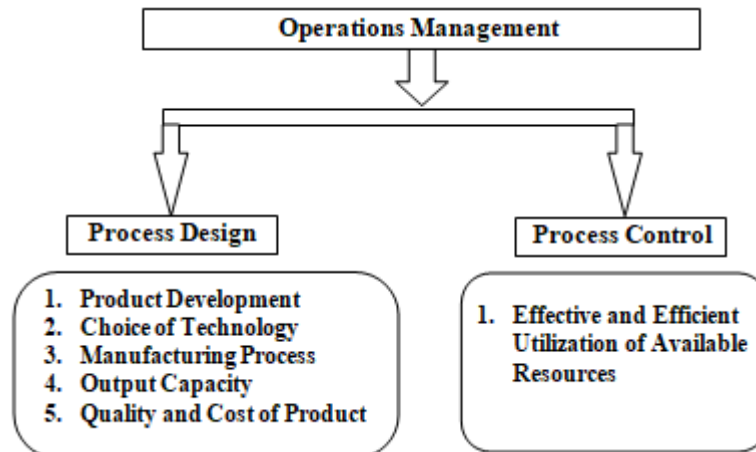


Figure 4: Two Major Activities involved in Operations Management

There are various factors affecting Operations Management in an organization. Some of them are as follows:

- a) Social Responsibility Issues
- b) Global Competition
- c) Technological Advancements
- d) Scarcity of Resources
- e) Epidemics and Pandemics and so on.

The COVID-19 pandemic has affected every organization in a drastic manner. The current pandemic has proved to be a challenge. The companies are challenged in new ways which are affecting the organizations in its worst form.

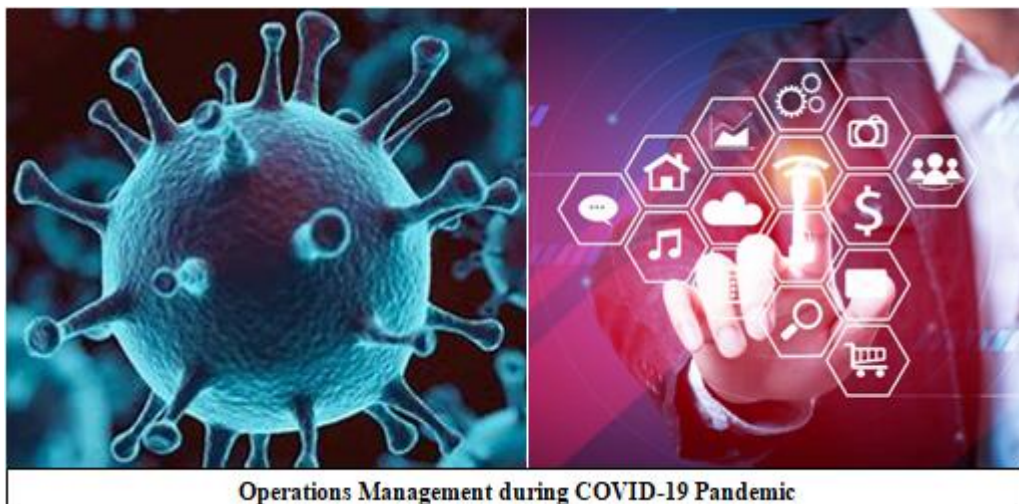


Figure 5: Operations Management during the COVID-19 Pandemic

The current pandemic situation (i.e. COVID-19) has expanded the instability and vulnerability of the staffing (appointment of workers) and assets. The executive framework gives the establishment a standard for activities, improved consistence confirmation, leading to labour force competency and resource execution in the board.

The worldwide COVID-19 pandemic has provoked organizations to deal with their undertakings in newly discovered manners. For the time being, they're confronting gigantic extension changes to their marketable strategies; in

the long haul, they should adjust and keep on gaining ground on their unique objectives.

Expected change can be hard enough in customary conditions. Driving constrained change, the executives for an association, all while being virtual, can be much harder. Contingent upon the extent of workplaces, organizations have a fear of not being prepared to deal with the pandemic. At this point, Operations Management springs into action and helps business stabilize.

While numerous organizations have an authoritative change, the Operational Management Board focuses around specialized angles, centering and advancing alternate ways/modes of action and business progression, the best practices around the team will assist the organization with exploring this new working society-and keep efficiency going.

The pandemic has constrained organizations along with the workers to adjust to the new norms and guidelines in serving customers and clients. Organizations face new difficulties, with disappointment practically around the bend. Operations Management develops policies, plans which are to be executed by the organization to overcome the effect of the pandemic. Various ideas by the board of Operations Management helps stabilize the business even during the time of the pandemic. It makes it obligatory for the organization to manage these activities. With the help of Operations Management, an organization uses labour force, raw materials, finance and so on in an effective manner even during this pandemic allowing the effect of COVID-19 to minimize its effect. Problems like recession, ratio of demand and supply are solved only with the help of Operations Management.

One can conclude that, Operations Management improves overall productivity making working environments better, safer, cost-effective allowing proper maximum utilization of resources. Operations Management can be called as the brain of the organization. Operations Management is the main reason for the existence of an organization.

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