

Augmenting Excellence in Manufacturing: A Strategic Dynamic Approach

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Abstract

Global competition, a phenomenal, increased rapidly in over three decades, compelling manufacturing companies to escalate production rate, augment product quality, increase manufacturing process, minimize lead time, reduce cost, decrease work-in-progress materials, by means of strategically systematic and dynamic approach to enable catch up World standard. In carrying out these, companies often land up in imbalance in resource allocations and inventory management. There by bringing an indecisive situation. The system dynamics is a management science technique with its potential in accommodating future variation and in assessing the desired quantum and flows of different elements of the system in a dynamic way leading to appropriate decision, in determining dynamics of behavior pattern of interactive variables in a system and there from understanding the reasons for such variations and triggering to identification of corresponding regulating variables as controlling and regulating measures to adopt better control and thereby achieving desired strategic goals. This paper describes how system dynamics helps in achieving excellence in a manufacturing system strategically.

Keywords

Strategic, dynamics, manufacturing, excellence, system

Biographies

Dr. Mridula Sahay obtained her Ph.D. degree in Management from U.P. Technical University, Lucknow, Uttar Pradesh, India and Post Doctorate in Management from Bond University Australia with an Endeavour Research Fellowship of the Australian Government in 2008. She also has a PG Diploma in Computer Science & Application from Indian Institute of Computer Management, Ahmedabad, India. She has taught at Institute of Public Enterprise, Hyderabad before joining Amrita School of business, Amrita Vishwa Vidyapeetham, Coimbatore, Tamil Nadu, India as Associate Professor. Dr. Mridula has awarded with Bharat Jyoti Award along with Certificate of Excellence from India International Friendship society in 2012 and also conferred with the Best Citizens of India Award 2012 from International Publishing House.

Dr. Mridula has published more than 60 research papers in the international/ national refereed journals/ conference proceedings and edited and compiled 8 books. She has completed many consultancy assignments for universities, banks, LIC and other public sectors organizations. She has also conducted MDPs and FDP. Her current research interests are in the area of corporate governance, higher education, business modeling, and strategic planning. She has supervised many master students and guiding Ph.D. students. She is associated with a number of professional bodies, both national and international. She is on the Editorial Board of few international journals.