

# **Wealth Creation through Operations: A Framework Based on Case studies**

**N. Ravichandran**

Professor, Indian Institute of Management, Ahmedabad, India

Email: nravi@iima.ac.in

## **Abstract**

The pivotal role played by operations in creation of wealth is not fully appreciated and acknowledged. The operations function does not have the acceptance as the marketing and finance function even though in reality wealth is created by operations. By using a set of case studies in the Indian context, we demonstrate the critical role played by operations in wealth creation. Effective management of this function is a prerequisite to create , sustain wealth in organisation. The lack of attention Paid to this function usually lead to the downfall of this oragnisation. In this paper we develop a framework to help organizations to effectively manage this function to support the business purpose.