

Book Review

Service Operations Management

Prof. K. Shridhara Bhat, Himalaya Publishing House

Reviewed by

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The 1st edition of the book “**Service Operations Management**” presents a comprehensive and updated coverage of the most remarkable change in the structure of developed economies in the latter half of the twentieth century. It is showing that the employment in the service sector in industrialized countries are more than what it is in manufacturing. The chapters have been portrayed in a clear and lucid style which will enable students to understand the theories underlying service and operation management. The book has arrived with a concept that the field of operations management has often been referred to as production management and production and operation management. But now the economy of developed nations falls within the service domain, giving a new perspective to operations management.

The focus of the book is about the management of operations in service organizations. The book is intended to help those who want to build on knowledge of basic principles of operations management.

The text book is well structured and divided into twenty chapters. The first chapter is about outlining of the meanings and characteristics of service, service operations management. Sequentially, the chapters have cleanly explained

about service package, service strategy, new service developments, management of service experiences, technology and automation in services, service system designs and delivery process, service facility location and layout, etc.

Unique uses of human resource management and supply chain relationships have been explained. Thus, the further content in book have got clarity towards the management of service processes, forecasting of demand in service and demand and supply chain management. After that a dynamic control of service quality, job designing, routing and scheduling in services, project management services along with inventory management have been shown in the book.

Overall the organization of chapters has been made in a very chronological manner. Every chapter has clearly defined learning objectives.

The context of each chapter included explanations with examples. At the end of every chapter case based relevant questions have been provided. The exercises and review problems will help the students. The reviewed book shows a balanced blend of contents and practical applications as well as contains the emerging themes of today’s business world. However a few value additions from “Kaizen Philosophy” could have added more strength to this edition.