

A.V.C. COLLEGE OF ENGINEERING
Mannamapandal.

Department of Management Studies

Organized

***"Revenue Optimization and Operations Research Models for
Business Decision-Making"***

On

13.03.2026

Time: 9.30 am

Venue : MBA Seminar Hall

Chief Guest

Mr. S. Manikandan

Assistant Professor,

Gnanam School of Management,

Thanjavur.

A.V.C. COLLEGE OF ENGINEERING

Department of Management Studies

" Revenue Optimization and Operations Research Models for Business Decision-Making"

A one-day workshop on “Revenue Optimization and Operations Research Models for Business Decision-Making” was organized by the Department of Management Studies, A.V.C. College of Engineering. The workshop aimed to enhance students in Research activities.

Resource Person Profile

Mr. S. Manikandan, Assistant Professor at Gnanam School of Business, Thanjavur, served as the resource person for the workshop. He has strong expertise in operations research, business analytics, and decision-making techniques. His academic experience and practical knowledge helped in delivering the session effectively. He explained complex concepts in a simple and understandable manner, making it easier for students to grasp the applications of quantitative techniques in business.

Session Content

The session provided a comprehensive understanding of how revenue optimization and operations research models are applied in modern business decision-making. It explained that revenue optimization is a strategic approach used by organizations to maximize income by analyzing customer demand, pricing strategies, and market conditions. The speaker emphasized the importance of balancing price and demand, as higher prices may reduce demand while lower prices may increase sales but affect profit margins. Real-life examples demonstrated how businesses use historical data and forecasting techniques to determine optimal pricing.

The discussion introduced operations research as a scientific method that uses mathematical models, statistical tools, and logical reasoning to solve complex business problems. It highlighted the role of techniques like linear programming in optimizing resource allocation under constraints. The importance of defining objective functions and constraints was clearly explained to help understand decision-making models.

The session also focused on the shift from intuition-based decisions to data-driven approaches. It showed how analytics helps organizations interpret large volumes of data, improve efficiency, reduce costs, and enhance productivity. Practical applications in logistics, supply chain management, marketing, and finance were discussed, illustrating how businesses optimize routes, manage inventory, and allocate resources effectively.

Background and Need

In the modern business world, organizations face intense competition and rapidly changing market conditions, which require accurate and timely decision-making. Revenue optimization and operations research play a vital role in improving efficiency and maximizing profits. These concepts help businesses use data effectively, reduce costs, and allocate resources efficiently. Understanding these techniques is essential for management students, as it enhances their analytical skills and prepares them for real-world business challenges.

Reflection (by student)

The workshop was very informative and enhanced students understanding of how analytical tools are used in business decisions. This helps to realize the importance of data-driven decision-making and how optimization techniques can improve business performance. Overall, the workshop was a valuable learning experience that will be useful for my academic development and future career.

Photo Gallery



Faculty Co-ordinators

Dr. M.S. Gayathri

Mr. S. Rubendoss

HOD/MBA

Dr. G. Sridevi