



Quantitative Techniques for Managerial Decisions

By U. K. Srivastava

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The book is useful not only to the students of management but also to other professionals such as industrial engineers and social scientists.

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Editorial Review

About the Author

Dr. U.K. Srivastava obtained his Ph.D. degree in Economics and did post doctoral work at Iowa State University, USA. After working at Iowa State University for about 2 years, he joined Indian Institute of Management Ahmedabad (IIMA), where he worked for about 20 years (1973-93). After leaving IIMA, Dr. Srivastava started his own consultancy firm in the name of P.S. Management Consultants at Ahmedabad. He is a Certified Management Consultant (CMC). He is also the Chairman of PS Software Services Pvt. Ltd. He is an Adjunct Professor at Taleem Research Foundation (of Zee Group) at Ahmedabad and a Visiting Professor at the IIPM Ahmedabad. He was the Vice President of Institute of Management Consultants of India. He became the founder Hony. Director of the National Institute of Cooperative Management, Gandhinagar (1996-2000). He worked with the World Bank Regional Office in New Delhi in UPDASP Project (1994-1996). He has published 28 books and written more than 50 articles in refereed professional journals. He is currently involved with a World Bank Consultancy Assignment as Team Leader, Monitoring and Evaluation (M&L), NAIP Project (2007-2011).

Dr. G.V. Shenoy was a Professor at the Institute of Rural Management, Anand. He holds a M.Sc. degree in Statistics, Ph.D. degree in OR and Diploma in Computer Programming, all from Bombay University. He is a member of Institute of Statisticians, Suffolk, U.K. He has published several research articles in professional journals and presented research papers at national and international seminars and conferences. He has taught Mathematics, Statistics, Operations Research, Total Quality Management and Research Methods at the Institute of Social & Economic Change, Bangalore; Institute of Development Management, Mzumbe, Tanzania; B.K. School of Management, Gujarat University, Ahmedabad; and School of Management, University Sains Malaysia, Penang, Malaysia. Since returning from Malaysia, he has been associated with promoting Business Schools in Karnataka and also teaches at MBA programs.

Dr. S.C. Sharma holds Postgraduate Diploma in Management (PGDM) from IIM, Ahmedabad and Ph.D. from the University of Southern California, Los Angeles. He has nearly three decades of experience in industry and academia with interest in General Management. He is currently Dean, IBA, Bangalore.

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