

## Operations Strategy in E-business Operations\*

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### ABSTRACT

The way the companies are doing business has undergone dramatic changes in the last two decades. Over the years Internet has proved to be a key enabler in global business environment. Internet has helped the businesses not only in having a global reach but also in redefining their operations strategies. Companies such as Dell and Amazon.com are the ones which have successfully integrated Internet in their operations strategies. Companies are finding newer ways to exploit internet in re shaping their operations strategies. In this paper an attempt is made to review the applications of internet in developing the operations strategies. We have also examined the possibility of use of internet in other strategic applications. The paper concludes with the recommendation that for the successful deployment of internet in the businesses of an enterprise there must be an effective coordination between the IT managers and the business managers.

**Key Words:** Operations Strategy, E-business, Internet

### BRIEF PROFILE OF THE AUTHOR

Dr. Sanjay Jharkharia is Professor of Operations Management at the Indian Institute of Management Kozhikode (India). His Ph.D. is on Supply Chain Management from Indian Institute of Technology Delhi. His research articles have been published in reputed journals such as Omega: International Journal of Management Science, International Journal of Operations and Production Management (IJOPM), Supply Chain Management: An International Journal, International Journal of Operations Research etc. His current research interests include Operations Strategy, ERP Implementation, Food Supply Chain etc.

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