

## Applications of LP Modeling

1. Make versus Buy Decisions
2. Production / Operations Management Applications
  - a. Product Mix
  - b. Production and Inventory Planning Problem
  - c. Production Scheduling
  - d. Work Force Assignment
  - e. Transportation Problem – LP versus heuristic solutions
  - f. Shortest Path Problem – LP versus heuristic solutions
3. Marketing Applications
  - a. Media Selection
  - b. Marketing Research
4. Financial Applications
  - a. Investment Problem
  - b. Multi – Period Cash Flow Problem
  - c. Portfolio Selection
  - d. Financial –Mix Strategy
  - e. Multi-Period Case Flow Problem with Risk
5. Blending Problem
6. Data Envelopment Analysis
  - a. Evaluating the Performance of Hospitals

## Integer Linear Programming (ILP)

Discriminate Analysis: Two – Group DA Problem

## References on LP Teaching:

1. Verma Robit, My Operations Management Students Love Linear Programming, Decision Line,
- 2.

## Useful Web Links for Understanding Linear Programming:

- Operations Research Models and Methods at  
<http://www.me.utexas.edu/~jensen/ORMM/index.html>  
[http://www.me.utexas.edu/~jensen/ORMM/computation/unit/mp\\_add/subunits/lp\\_add/flash.html](http://www.me.utexas.edu/~jensen/ORMM/computation/unit/mp_add/subunits/lp_add/flash.html)