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INVITING YOU TO THE JINDAL GLOBAL BUSINESS SCHOOL SUBSCRIPTION MODELS IN SERVICE OPERATIONS: ADOPTION AND PRICING DECISIONS



PROF. MOHIT TYAGI

ASSISTANT PROFESSOR

O.P. JINDAL GLOBAL UNIVERSITY

Prof. Mohit Tyagi is an Assistant Professor of Operations Management and Decision Sciences at the Jindal Global Business School, O.P. Jindal Global University. He earned his Ph.D. in Industrial Engineering and Operations Research from the Indian Institute of Technology (IIT) Delhi, and holds an M.Tech. from NIT Kurukshetra and a B.Tech. in Mechanical Engineering from Guru Jambheshwar University of Science and Technology, Hisar. His research lies at the intersection of operations management, revenue management, marketing science, and digital supply chains. His doctoral work focused on revenue optimization in the restaurant industry, with particular emphasis on customer acquisition, retention, and subscription-based pricing models. Dr. Tyagi's research has been published in international journals, and he has received several academic recognitions, including the Research Excellence Travel Award from IIT Delhi. Prior to joining JGBS, he worked at IIT Delhi and Bennett University.

Subscription-based business models are increasingly being adopted in service industries, including restaurants, as firms seek stable revenue streams and stronger customer relationships. However, determining appropriate subscription packages and pricing them effectively remains a key managerial challenge. This talk presents a data-driven framework for designing and pricing subscription services in restaurant operations. The proposed approach consists of two stages. First, customer preferences and consumption patterns are analysed using clustering techniques to identify distinct customer segments and curate suitable subscription packages for each segment. Second, a linear programming-based optimization model is developed to determine optimal prices for these packages while accounting for demand and operational constraints. The framework provides a systematic and implementable method for restaurants to adopt subscription models in a profitable manner. The study contributes to the emerging literature on subscription-based services in hospitality and offers practical insights for managers seeking to design viable subscription offerings.

MODERATOR: PROF. TEJASWINI SAMAL, LECTURER, JINDAL GLOBAL BUSINESS SCHOOL

THURSDAY, 26 MARCH 2026  **11:00 AM to 12:00 PM IST**

MEETING LINK: https://zoom.us/meeting/register/dboUgiZLROSt7_zrJevlg
PASSWORD: JGU