

RESUME

CHIRRA SRICHARAN

Email ID: charan.suha@gmail.com;

sricharan@srkrec.ac.in;

Mobile: 8279845385



Area(s) of Interest: Supply Chain Management, Sustainability, Flexibility, Industrial Engineering, Quality Engineering, Industry 4.0.

ACADEMIC BACKGROUND

Course	Branch/Group	University / Institution	Year of completion	% Marks/ CGPA
PhD	Mechanical Engineering	IIT Roorkee	2018	8.167/10
M.Tech	Mechanical Engineering (Production and Industrial Systems Engineering)	IIT Roorkee	2009	8.04/10 CGPA
B.Tech	Industrial and Production Engineering	K.S.R.M. College of Engineering, Kadapa (S.V. University, Tirupati)	2006	71.28
Intermediate	Math's, Physics and Chemistry	Narayana Jr. College, Nellore, A.P.	2002	92.10
S.S.C.	-----	S.B.S.E.M.H. School, Nellore, A.P.	2000	82.17

WORK EXPERIENCE

S.No	Institution/Organization	Designation	Period
1	D.R.K.Institute of Science and Technology, Hyderabad	Assistant Professor	28/09/2006 -18/05/2007
2	Dehradun Institute of Technology, Dehradun	Lecturer	31/07/2009 – 26/12/2009
3	Raghu Group of Institutions, Visakhapatnam	Assistant Professor	08/01/2010 – 04/07/2014
4	S. R. K. R. Engineering College, Bhimavaram, A. P.	Assistant Professor	25-10-2018 – Till date

SUBJECTS TAUGHT (After PhD)

- Industrial Engineering and Management
- Project Management
- Quality Control and Assurance
- Management and Organizational Behavior
- Managerial Economics and Financial Accountancy

SUBJECTS TAUGHT (Before PhD)

- Metrology
- Manufacturing Technology
- Instrumentation and Control Systems
- Engineering Drawing
- Fluid Mechanics and Hydraulic Machinery
- Engineering Mechanics
- Strength of Materials

ACADEMIC RESEARCH PROJECTS

PhD: “Supply Chain Flexibility Study under Sales Promotions in an Automobile Industry”

An unavoidable phenomenon and one of the prominent features in today’s business environment is to attract the customers by offering innovative sales promotional schemes (SPS). Though SPS yield high profits because of the sudden rise in sales, the forecasts become erratic and subject the supply chain to severe demand uncertainty. However, the availability of SPS literature from supply chain perspective is limited. Choosing the Indian automobile industry as the field of the study, a study conducted for identifying various operational planning and strategic aspects of the supply chain to enhance the companies’ competitive position under SPS, resulted flexibility as the most prominent parameter, thus paving the way for conducting the further research on supply chain flexibility (SCF) studies. Leading the descriptive and analytical surveys in the automobile original equipment manufacturers (OEMs) and by using few statistical tools viz. CV-Index, Cronbach’s alpha and Kappa statistics the data has been collected and tested for validity checks. Applying various multi criteria decision making techniques like Fuzzy AHP, ISM, Fuzzy DEMATEL, IRP and GTMA along with the sensitivity analysis and content validity analysis conducted for validating the stability of the results, various inter-relationships between the SCF dimensions, their effect on the performance of the firms and the barriers to implement the flexibility have been analyzed and the findings have been triangulated, which will be of benefit to all the practicing managers and academicians.

M.Tech: “A Study of Selection Issues of Integrated Service Providers”

Fourth party logistics (4PL) service providers play the role of integrator, which provides both information technology and supply chain integration capabilities. In the thesis, initially Interpretive Structural Modelling (ISM) technique and MICMAC analysis is carried out to calculate the weights of criteria to evaluate 4PL providers, so as to build the Multi-criteria model of 4PL service providers. Later, comparative analysis has been done for the selection criteria of 4PL service provider's using various MCDM techniques under Fuzzy atmosphere.

PUBLICATION DETAILS

International Journals (Published)

1. V. V. Gedam, R. D. Raut, P. Priyadarshinee, **S. Chirra**, P. D. Pathak. (2021). “Analysing the adoption barriers for sustainability in the Indian power sector by DEMATEL approach”, *International Journal of Sustainable Engineering* (Taylor and Francis, ESCI). DOI: 10.1080/19397038.2021.1874072.
2. **Sricharan Chirra**, Rakesh D. Raut & Dinesh Kumar (2020), “Barriers to sustainable supply chain flexibility during sales promotions”, *International Journal of Production Research* (Taylor and Francis, SCI, IF – 4.577). DOI: 10.1080/00207543.2020.1832272.
3. **Chirra, S.** and Kumar, D. (2020), “Effect of SCF on automobile industry performance during sales promotional schemes”, *International Journal of Productivity and Performance Management*, (Emerald, ESCI). DOI: 10.1108/IJPPM-08-2019-0381.
4. **Sricharan Chirra** and Dinesh Kumar (2018). “Analysis of SCF under Sales Promotional Schemes: An application of interpretive structural modelling approach”– *International Journal of Production Research* 56 (18): 6015 – 6033 (Taylor and Francis, SCI, IF – 2.625). DOI: 10.1080/00207543.2018.1463474.
5. **Sricharan Chirra** and Dinesh Kumar (2018). “Evaluation of supply chain flexibility in automobile industry with Fuzzy DEMATEL approach” – *Global Journal of Flexible Systems Management* 19 (4): 304 – 319 (Springer, Scopus indexed). DOI. 10.1007/s40171-018-0195-7.
6. **Chirra, S.** and Kumar, D. (2018). “Analysis of supply chain issues under sales promotional schemes using FAHP”, *International Journal of Logistics Systems and*

Management 31 (2): 224 – 248 (Inderscience, Scopus indexed). DOI. 10.1504/IJLSM.2018.10016264.

National Conferences:

1. **Chirra Sricharan**, Pradeep Kumar, Dinesh Kumar., Use of ISM to Select Key Criteria of 4pl Service Providers in SCM Using MICMAC Analysis. National Conference on Recent Advances in Mechanical and Production Engineering, Pantnagar, India, February 12-14, 2009, 383-390.
2. **Chirra Sricharan**, Pradeep Kumar, Dinesh Kumar., 7PL- The Definitive Logistics Outsourcing Solution For an Effective Supply Chain, National Conference on Advances in Mechanical Engineering, Bangalore, India, March 30-31, 2009, 253-256.

INTERNATIONAL JOURNAL REVIEWS

1. International Journal of Production Research (SCI, Taylor & Francis Publications)
2. International Journal of Productivity and Performance Management (ESCI, Emerald Publications)

AFFILIATIONS

1. Member of Institution of Engineers (MIE)

FDPs/ SEMINARS/ WORKSHOPS COORDINATED

1. Coordinated One Week Faculty Development Program on “Research methodology” organized by the Department of Mechanical Engineering, S. R. K. R. Engineering College, Bhimavaram, A.P. from 8th July to 12th July 2019.

FDPs/SEMINARS/ WORKSHOPS PARTICIPATED

Faculty Development Programs (FDPs):

1. AICTE-MARGADARSHAN one week virtual Faculty Development Program on “Outcome Based Education and NBA Accreditation for TIER-II Colleges” organized by Sagi Rama Krishnam Raju Engineering College (A), Bhimavaram, A.P., from 29th March to 3rd April, 2021.
2. AICTE sponsored Two-Week Faculty Development Program on “Strategic Methods and Tools for Product Development” organized by the Department of Mechanical Engineering during 22nd to 26th February, 2021 (Phase-I) and 22nd to 26th March, 2021

(Phase-II) at Sagi Rama Krishnam Raju Engineering College (A), Bhimavaram through online mode.

3. Five day Faculty Development Program on “Designing Assessment Tools under Outcome based Education” conducted by Sasi Institute of Technology & Engineering, Tadepalligudem, A.P. in association with National Institute of Technical Teachers Training and Research, Kolkata from 29th April to 3rd May 2019.

Seminars:

1. AICTE sponsored Two Day National Seminar on “Manufacturing Automation Present and Future” conducted by the Department of Mechanical Engineering, Anil Neerukonda Institute of Technology and Sciences, Visakhapatnam on 13th and 14th December 2013.
2. AICTE sponsored Two Day National Seminar on “Recent Developments in Multi-objective Optimizations Techniques in the field of Engineering” conducted by the Department of Mechanical Engineering, Raghu Engineering College, Visakhapatnam on 8th and 9th May 2014.

Workshops:

1. One day National Workshop on “Innovations in Materials and Manufacturing” organized by Department of Mechanical Engineering, SRKR Engineering College, Bhimavaram, A.P. on March 01, 2019.
2. One day QIP Workshop “Make in India: Importance of Operations and Supply Chain Management” organized by Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee on February 06, 2016 under QIP Program.

EXTRA CURRICULAR ACTIVITIES

1. Actively participated in Blood Donation, Eye Education and Tree Plantation Water Conservation Camp held at Tadigotla village, C. K. Dinne Mandal, Kadapa district, A.P. from 27/12/2003 to 05/01/2004 and 06/01/2005 to 15/01/2005 under the theme: ‘***Youth for Rural Development***’, a special camping program of **National Service Scheme**.
2. Organising member of **ORCAD**, an Organization for Career Development run by the Department of Industrial and Production Engineering, K.S.R.M. College of Engineering, Kadapa in 2005.

PERSONAL DETAILS

Date of Birth : 15-08-1985
Gender : Male
Marital status : Married
Languages known : Telugu, English, Hindi
Father's Name : Chirra Venu Gopal Reddy
Present Address : H. No: 27-3-71, Netaji Street,
Sriram Puram,
Bhimavaram, A. P.
Pin – 534202
Permanent Address : Jaladanki Mandalam,
Kavali Town,
Nellore District, A.P.

REFERENCES

Dr Dinesh Kumar Professor Department of Mechanical and Industrial Engineering, IIT Roorkee Roorkee – 247 667 Phone: +91 – 9412379354 Email: dinesfme@gmail.com	Dr Rakesh D Raut Assistant Professor Operations and Supply Chain Management, National Institute of Industrial Engineering (NITIE), Mumbai Phone: +91 – 9372449816 Email: rraut@nitie.ac.in
---	---

STATEMENT

I certify that the statements made by me are true and complete.