



Dr. G.V.R.K Acharyulu

Professor

Operations, Supply Chain & Healthcare Mgmt

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Overview

Dr.Acharyulu is a Professor in Operations & Supply Chain Management, Coordinator-MBA(Healthcare & Hospital Management)at the School of Management Studies, University of Hyderabad, Central University, Hyderabad-500046, India.

He did his Bachelors in Chemical Engineering from Andhra University, Masters from NIT-Warangal. He holds his MBA degree (Marketing & Finance) from Osmania University and Ph.D. in Supply Chain Management from the same University.

He has 18 years of experience in TEACHING in management subjects like Operations and Quantitatives, Supply Chain Management, Research Methodology, Information Systems, Hospital Management and 10 years of INDUSTRY experience in Operations and Materials division at Sponge Iron India Limited, A Government of India Enterprise.

He has published 19 research papers in National and 21 in International Journals in the area of Operations, Supply Chain and Healthcare Management.

He has presented various research papers at International Conferences held in USA, Australia, Singapore, Thailand and Dubai.

He was visiting faculty at Asian Institute of Technology (AIT), Bangkok, Thailand for teaching Logistics Management during January – April 2014 under MHRD, Government of India deputation.

He has published about 10 books on the subjects of Research Methodology, Statistical Tools, Marketing Research, Logistics and Supply Chain Management, Strategic Quality Management, Healthcare and Hospital Management, Pharmacy Administration etc.

He has conducted several conferences, seminars, SPSS training workshops and Management Development Programmes (MDP) in the area of supply chain management and healthcare management.

Seven Scholars were awarded PhD under his supervision in the areas of Supply Chain and Healthcare Management and currently, Four PhD scholars are doing research in Operations and Supply Chain Management.

He is also serving as the Vice President, ISDSI (Indian Subcontinent Decision Science Institute) – Conferences & Programs, India since 2014.

Recipient of AIMS(Association of Indian Management Schools) – ICFAI Best Teacher Award – 2017 at the 29th AIMS Annual Management Education Convention, organized by the Department of Management Sciences(PUMBA), Savitribai Phule Pune University, Pune, India.

Education

Ph.D.(Management) Osmania University, Hyderabad.

MBA Osmania University, Hyderabad.

M.Tech (Chemical) NIT, Warangal

B.Tech (Chemical) Andhra University, Viskhapatnam

Research

Research Interests

Production and Operations Management, Operations Research, Logistics and Supply Chain Management, Modeling, Global Supply Chains, Business Analytics and Healthcare.

Journal Publications

1. Kunja, Sambashiva, & Acharyulu, G.V.R.K (2018). Examining the effect of eWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs), *Management Research Review*, <https://doi.org/10.1108/MRR-04-2017-0128>, Emerald Publishing Limited. (ABDC- C Category).
2. Verma Shubhansh & Acharyulu, G. V. R. K.(2017). Power, Trust, Integration and Performance in Supply Chains: A Literature Survey. *Management Today -for a better tomorrow, An International Journal of Management Studies*, <https://www.mgmt2day.griet.ac.in> Vol.7, No.2.
3. Ramanjaneyulu. M. & Acharyulu, G. V. R. K.(2016). A study on service recovery quality of electronic shopping customers in India. *International Journal of Business and Administration Research Review*, Vol 1, issue 2, pp-83-88, E-ISSN NO: 2347-856X, ISSN NO: 2348-0653
4. Ramaiah Itumalla, Acharyulu, G. V. R. K & Viswanath Reddy, Kalyan (2016). Health Insurance in India: Issues and Challenges. *International Journal of Current Research*, Volume 8, Issue 02, pp-26815-26817, ISSN: 0975-833X.
5. Kalyani Anumala & Acharyulu, G. V. R. K.(2015). A Demographic Study on Customer satisfaction about Handloom Products in India – A Study on Andhra Pradesh state Handloom Weavers’ Cooperative Society Limited (APCO showrooms). *Journal of Textile and Apparel, Technology and Management*, Volume 9, Issue 3, ISSN 15330915, SCOPUS indexed
6. Acharyulu, G. V. R. K.(2014). Supply Chain Management Practices in Printing Industry. *International Journal on Operations and Supply Chain Management*, Special Issue, Vol. 7, No. 2, 2014, pp. 39 – 45, ISSN 1979-3561 | EISSN 1979-3871, <http://journal.oscm-forum.org>
7. Acharyulu, G. V. R. K.(2012). Assessment of Hospital Information System Quality in Multi Speciality Hospitals. *International Journal of Innovation, Management and Technology (IJIMT)*, ISSN: 2010-0248, Vol.3 No.4, www.ijimt.org
8. Acharyulu, G.V.R.K & Raja Shekhar, B.(2012). Role of Value chain strategy in healthcare supply chain management performance: An empirical study in India. *International Journal of Management (IJM)*, Vol.29, issue no.1, www.inernatioanljournalofmanagement.co.uk.

9. Krishna Reddy, B & Acharyulu, G.V.R.K(2005). Benchmarking the Operation Theatre processes in a corporate hospital. The Journal of Academy of Hospital Administration, Special Issue, New Delhi, Volume 17, No.1 & 2, www.indmedica.com/jah

Working papers

1. Shubhansh ,Verma & Acharyulu, G. V. R. K. The impact of Power and Trust on supply chain information sharing and operational performance: A study of Indian automobile manufacturing supply chain. Under Review in Journal of Manufacturing Technology Management, Emerald Publishing Limited

2. Kunja, Sambashiva & Acharyulu, G.V.R.K. Examining the effect of eWOM review credibility on consumer Purchase intention through Trust in sellers & Brand image in Facebook fan page: An Indian context. Under Review in Vikalpa: The Journal for Decision Makers

Teaching

1. Research methods for managers (Core course for MBA)
2. Research methodology (Foundation course under CBCS)