

Name: Prof. V Giridhar
Designation: Assistant Professor
Branch: Marketing



Educational Qualification(s):

Qualification(s)	University
FPM (Thesis submitted)	IIM Shillong
MBA	IIT Kanpur
BE	Osmania University

Experience in years:

Industrial:

Details:

Sl. No.	Organization	Position Held	Duration	
			From	To
1	SBI	Deputy Manager	2010	2012
2	RINL	Junior Manager	2005	2007

Other Information:

Publication details.

- **Giridhar V.**, Joshi, R., Sadarangani, P. H. (2016). *Purchase Intentions of Indian Consumers towards Foreign Brand Apparel – Evidences from India*. Designing and Implementing Global Supply Chain Management, IGI Global.
- Sushant, **Giridhar, V.**, Sadarangani, P. H. (2017). A Cross-National Study of Environmental Performance and Culture: Implications of the Findings and Strategies. *Global Business Review*, 05/2008: 20 (4).
- Sreen, N., Sadarangani, P. H., **Giridhar, V.** (2018). Intention to Use Travel Apps using Smartphones. *Journal of Indian Culture and Business Management*.

Details of Seminar/Workshop/Conference.

- **Giridhar, V.**, Sadarangani, P. H. (2016). *Extension of Technology Acceptance Model*. Conference proceedings at 7th Conference of Excellence in Research and Education. IIM Indore, Indore.
- **Giridhar, V.**, Sadarangani, P. H. (2014). *A Cross Cultural Study of Possessions in Migrating Communities: Indian Sub-continent and Occidental Cultures*. Conference proceedings at 3rd International Marketing Conference. MARCON 2014, IIM Calcutta, Calcutta.

