

Faculty Profile

Name: **Muralidhara G V**
Designation: Associate Professor, Dean-Case Research Center
Teaching Areas: Operations Management
Project Management
Research Interests: Business Excellence
Business Alliances
Education: EFPM (Pursuing), XLRI Jamshedpur, 2011
CFA, Icfai Hyderabad, India, 1993
PGDM, Indian Institute of Management Bangalore,
1987



Professional Experience (34 Years)

1. Since 2011: IFHE, IBS Hyderabad
2. 1987-2004: Kirloskar Brothers Limited, Pune
3. 1978-1987: Bharat Earth Movers Limited, Bangalore

Research/Selected Publications

1. Namratha Prasad, V., and Muralidhara, GV., "China's Pearl River Piano – Tuning into the Global Market," *ICMR*, Case Reference No. BSTR351, March 2014.
2. Faheem, H., and Muralidhara, GV., "Lenovo: Challenger to Leader," *ICMR*, Case Reference No. BSTR449, March 2014.
3. Faheem, H., and Muralidhara, GV., "Future Proofing Abu Dhabi's Economy: The Masdar Project," *ICMR*, Case Reference No. SUST019, March 2014.
4. Faheem, H., and Muralidhara, GV., "Communication in a Crisis: ICICI Bank," *ICMR*, Case Reference No. MKTG314, March 2014.
5. Faheem, H., and Muralidhara, GV., "Toyota: Back to Basics after Crisis," *ICMR*, Case Reference No. BSTR448, February 2014.