

Date: February 12, 2021

Page: Webpage

Source: www.citytoday.news/

Language: English

URL: <https://citytoday.news/prof-barry-omahony-of-abu-dhabi-university-delivers-talk-at-sdmimds-alt-2021/>



Prof Barry O'Mahony of Abu Dhabi University delivers talk at SDMIMD's ALT 2021

Achieving customer satisfaction and customer loyalty is the core in every service-oriented venture, says Prof O'Mahony

Prime News, National and International, Karnataka, Mysuru, February 12:- Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) organised the 12th edition of Annual Leadership Talk (ALT) 2021 on Thursday (February 11) on virtual mode. Prof Barry O'Mahony, Dean, College of Business and Professor of Services Management, Abu Dhabi University, delivered the talk on the topic "Future of work-creating possibilities – Using workplace digitisation."

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Dr O'Mahony stressed that achieving customer satisfaction and to develop customer loyalty is the core in every service-oriented venture. "Leadership styles and ability to manage things play vital role in this achievement. emphasis on customer loyalty within the service sector has led to the development of the relationship marketing paradigm. Whilst relationships between buyers and sellers are complex, there are multiple models proffered by academics that contribute to an understanding of the determinants of relationship development." With anecdotes from his experience in hotel industry and from his research, the speaker recounted specific real-life incidents demonstrating multiple sides of what constitutes good customer satisfaction practices.

Event coordinator student Sanjana Srinath welcomed the gathering and moderated the 'question and answer' session.

Hemanth Sharma gave a brief note on the significance and value addition created by the ALT held year after year for both the academicians as well as the student community; and introduced the speaker of ALT 2021. Amrutha Anil rendered the invocation.

Profile of Prof Barry O'Mahony



Prof Barry O'Mahony

Professor Barry O'Mahony is Dean of the College of Business at Abu Dhabi University, United Arab Emirates, and was previously Chief Academic Officer at the Ecole Hoteliere de Lausanne. He holds a PhD from the University of Melbourne, a Master of Education from Victoria University, a Post-Graduate Diploma in Educational Administration from the University of Melbourne and a Bachelor of Business in Catering and Hotel Management from Victoria University. He has taught undergraduate, PG and doctoral courses in Australia, Ireland, Hong Kong, the United States and the Middle East.

Prior to joining academia, Prof O'Mahony held senior positions in 5-stars hotels and deluxe restaurants in Ireland, the United Kingdom, the Channel Islands and Australia. He is a Fellow of the Institute of Hospitality and his research in hospitality, services marketing and tourism has been published extensively in international journals. He has received several best paper awards for his work.

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The event, which has been held since 2008, has had speakers who are luminaries from various fields like Dr Michael A Consumano, professor, MIT Sloan School; Dr V Prakash, former director, CFTRI, Mysuru; Dr H Sudarshan, secretary, Karuna Trust; Dr R Balasubramaniam, founder, Swami Vivekananda Youth Movement, Mysuru; Anil Sachdev, founder and CEO of Grow Talent Company Ltd; Dr R A Mashelkar, president, Global Research Alliance; Prof Gita Gopinath, professor in Economics, Harvard University; Sid Mookerji, Global CEO and co- founder, Software Paradigms International Group LLP (SPI); Salil Ravindran, CFO, Marlabs; Dr Stefan Wilms, Dean of the faculty of Economics and Transport, Heilbronn University, Germany and in 2019 Krishnakumar Natarajan, executive chairman, Mindtree delivered the 11th Edition of ALT, according to a press release from Dr Sunil M V, assistant professor, chairperson – Learning Resources and media officer, SDMIMD, Mysuru. (NGB)