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12th SDMIMD Annual Leadership Talk by Prof Barry O'Mahony is a splendid success



Mysuru: Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) organized the 12th edition of Annual Leadership Talk (ALT) 2021 on Thursday, February 11, 2021, 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 Digitization'.

Dr O'Mahony stressed that achieving customer satisfaction and to develop customer loyalty is the core in every service-oriented venture. Leadership styles and the ability to manage things play a 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.

In the NEWS

With anecdotes from his experience in the hotel industry and from his research, the speaker Recounted specific real-life incidents demonstrating multiple sides of what constitutes good customer satisfaction practices.

Student event coordinator Sanjana Srinath welcomed the gathering and moderated the Question & Answer session. Hemanth Sharma gave a brief note on the significance & value addition created by the Annual Leadership Talks 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.

Invitees from corporate & academia, Director of SDMIMD Dr NR Parasuraman, faculty members, staff, alumni, and students took part in the virtual event.

Brief Profile of the ALT 2021 Speaker 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 Postgraduate 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, postgraduate and doctoral courses in Australia, Ireland, Hong Kong, the United States and the Middle East.

Before joining academia Professor O'Mahony held senior positions in 5 stars hotels and deluxe restaurants in Ireland, the UK, 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.

Previous editions of the Annual Leadership Talk:

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, Mysore), Dr H Sudarshan (Hony Secretary, Karuna Trust), Dr R Balasubramaniam (Founder, Swami Vivekananda Youth Movement, Mysore); Anil Sachdev, Founder and CEO of Grow Talent Company Ltd; Dr RA Mashelkar, The 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, Mr. Krishnakumar Natarajan, Executive Chairman, Mindtree delivered the 11th Edition of Annual Leadership Talk.