

# SDM-IMD's Virtual Leadership Talk

Mysuru, Feb. 26- Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDM-IMD), Mysuru, had organised the 12th edition of Annual Leadership Talk (ALT)-2021 on a Virtual Mode recently.

**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.*'

He 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, he said.

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.

Student event coordinator Sanjana Srinath welcomed and

moderated the Q & A session.

Hemanth Sharma gave a brief note on the significance and value addition created by the Annual Leadership Talks held year after year for both the academicians as well as the student community. Amrutha Anil rendered the invocation.

Invitees from corporate and academia, Director of SDM-IMD Dr. N.R. Parasuraman, faculty members, staff, alumni and students were present during the virtual event.