

# WCAS to discuss relationship marketing & challenges on Feb 21, 22



Waljat College of Applied Sciences (WCAS) will be organising a two-day International Workshop on Relationship Marketing (IWRM) and its challenges from February 21-22. The key resource person for the workshop is an imminent speaker from University of Winnipeg Prof Satyendra Singh.

Prof Singh has rich academic experience to his credit. He has a PGDip (Research Methods) and PhD (Industrial Marketing) from Nottingham Trent University, and MBA (International Business) from Maastricht School of Management, Netherlands. He has been a keynote speaker at many conferences and workshops across the world.

The other resource persons for the workshop are well-known industrialists and professionals from Oman who will be sharing their experiences and enlightening the participants about the importance and challenges of relationship marketing.

Relationship marketing is a significant element of business strategy and is given a great deal of attention as it is a core corporate philosophy that strengthens cash flows in organisations posi-



tively in the long run. Relationship marketing basically suggests that for any business or an organisation to survive, it must maintain a good rapport with its customers.

IWRM will draw attention to the importance of maintaining a good relationship with current customers and acquiring more customers.

Dean, WCAS, Prof S L Gupta, believes that relationship marketing is applied in almost all business sectors.

It is extensively used in retail financing, banking, airline industry, tourism industry, construction and real estate, etc. Professionals from the private sector, government sector and different ministries can participate in this enriching workshop,

which has a high relevance in the current environment where diversification is the key term Oman and many other countries are emphasising on.

The workshop aims to empower the ones who work with customers and also those responsible for customer management systems to understand, develop and implement a CRM system within their organisation.

The sub themes of the workshop are Introduction to relationship marketing, theory and its value, Kinds of relationships, electronics vs humans, Customer Life Cycle and its Management, Relationship Development Strategies and Understanding customer related data/analytic. The workshop will also include case studies, group exercises and presentations.

This workshop is aimed at professionals working in different sectors of the service industry, academicians and students who are exposed to the practical challenges of maintaining relationships with customers.

The workshop will be coordinated by Sultan Khan and Dr Seema Varshney, department of management, WCAS.