



### Article

## Developing Organizational Resilience through Customer Orientations and Relationship Resilience in BFSI firms

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### Abstract

Recently the world experienced a high level of disruptions and business risks that were unforeseen. The insights gained and learnings can make organizations stronger and more resilient to face similar situations in the future. Companies that have succeeded to thrive in change due to crisis have been able to do so due to resilience. Organizational resilience has become a critical success factor that enables organizations to succeed in adverse situations through flexibility, agility, and adaptability. In sales organizations, salespeople need to adapt themselves to achieve outcomes and contribute to building resilience through strong customer relationships. The study examines the impact of Sales Orientation and Customer Orientation behaviors along with Relationship Resilience on Organizational resilience in Banking, Financial Services, and Insurance firms. Based on a literature review, a theoretical model is proposed. This model is subsequently tested through a pilot study to test the consistency and reliability of the scales to measure the constructs. The theory-based hypothesis is tested using regression analysis. The findings suggest a positive influence of customer orientation and relationship resilience on organizational resilience. This draws attention to the need of sales professionals to be adaptive to their selling approach depending on the situation and focus on building strong relationships with their customers to add value. We concluded by identifying areas that should be investigated by scientists in future research.

**Keywords:** Organizational resilience, Customer Orientation, Relationship Resilience, Employee Resilience