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## **A Report on**

# **IMPACT OF DYNAMIC CAPABILITY ON FIRM PERFORMANCE**

**Date-** 3rd of April, 2024

**Time-** 4:30 P.M.

### **Overview-**

A seminar talk was organized by the School of Management, Paralakhemundi Campus on date 03.04.2024, aiming at research insights providing knowledge on research advancements. The faculties from School of Management (SoM) attended the seminar aimed at enhancing research knowledge and fostering creativity

### **Objectives-**

The primary objective of the seminar talk was to provide participants with the concept of sharing research information on a specific topic.. The workshop aimed to:

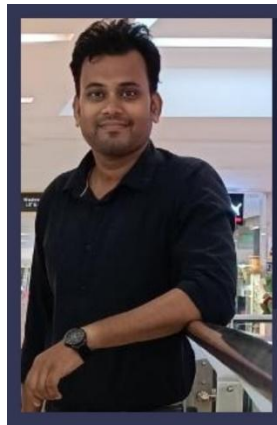
- i. To inform faculties about recent advancements, trends, or research findings in a particular area.
- II. To share valuable information, insights, or research findings on a specific topic.
- III. To educate about a particular subject, concept, or methodology, potentially providing them with new perspectives or enhancing their understanding.

## Highlights of the seminar talk-

The workshop featured the following insights about dynamic capability:

- Dynamic capabilities enable organizations to adapt to changing market conditions, technologies, and customer preferences. This involves being flexible and responsive to new opportunities and threats.
- They involve the integration of various organizational resources, including people, processes, technologies, and knowledge, to create value and sustain competitive advantage.
- Dynamic capabilities are closely linked to a learning orientation within the organization. This means fostering a culture of continuous learning, experimentation, and knowledge sharing to stay ahead of the curve.
- Organizations with strong dynamic capabilities are able to continuously renew themselves by reinventing their strategies, business models, and processes. This involves challenging the status quo and embracing change as a constant.
- Dynamic capabilities involve effective resource allocation, ensuring that resources are deployed in ways that maximize their impact and enable the organization to seize new opportunities or address emerging challenges.

## Resource Person for session –



**Mr. Sushil Kumar Pradhan**

## Glimpses of the Seminar talk-





### **Conclusion-**

The research seminar has shed light on the critical role of dynamic capabilities in organizational adaptation and competitive advantage. The seminar highlighted the multifaceted nature of dynamic capabilities, emphasizing their importance in strategic decision-making, organizational learning, and innovation. Overall, the seminar underscored the critical importance of dynamic capabilities for organizational success and provided valuable insights for academics, practitioners, and policymakers alike.