

<b>Title</b>	<b>Workshop on “HUMAN RESOURCE MANAGEMENT SPECIALIZATION ORIENTATION”</b>
<b>Department</b>	Department of Management Studies
<b>Date</b>	05 August 2024
<b>Time</b>	11:00 AM to 01:00 PM
<b>Speaker Name</b>	Mr. Venu G R CEO, SNEL, INDIA, Vietnam
<b>Brief Description</b>	<p>On August 5, 2024, the Department of Management Studies at New Horizon College of Engineering conducted a highly informative and engaging workshop on "VRIO Analysis" as part of the Human Resource Management Specialization Orientation. The session, held in the Tejas Seminar Hall from 11:00 AM to 01:00 PM, was attended by students and faculty members eager to deepen their understanding of strategic management concepts.</p> <p>The workshop was led by Mr. Venu G R, CEO of SNEL, India, and Vietnam, who brought a wealth of knowledge and practical insights to the discussion. His expertise in the field provided participants with a clear understanding of how the VRIO framework can be used to assess an organization's resources and capabilities, helping them achieve sustained competitive advantage.</p> <p>The workshop on VRIO Analysis was an enriching experience for all participants, offering practical insights into strategic management that will undoubtedly aid them in their future professional endeavours.</p> <p>The event was meticulously organized under the guidance of Dr. Rose Kavitha, Professor and Head of the MBA program, who served as the convener. The workshop coordination was handled by Dr. Priyameet Kaur Keer and Dr. Dhanalakshmi RVD, both Associate Professors in the MBA department. Their efforts ensured that the workshop was a resounding success, providing valuable knowledge to all attendees.</p>

Images



 **NEW HORIZON**  
COLLEGE OF ENGINEERING

**Department Of Management Studies**  
Presents  
A workshop on  
**Human Resource Management Specialization Orientation**  
on  
**VRIO Analysis**  
Resource Person  
**Mr. Venu G R**  
CEO, SNEL, INDIA, Vietnam



 05 August 2024 | 11:00 AM – 01:00 PM  
 Tejas Seminar Hall - NHCE

Convenor  
**Dr. Rose Kavitha**  
Professor & Head - MBA

Workshop Coordinator  
**Dr. Priyameet Kaur Keer** Associate Professor - MBA  
**Dr. Dhanalakshmi RVD** Associate Professor - MBA

KMA - President  
**Prof. Ravi Kumar**

Dean - Academics  
**Dr. R J Anandhi**

Principal  
**Dr. Manjunatha**

