Case Study Samsung

This two-volume set LNCS 11574 and 11575 constitutes the refereed proceedings of the 11th International Conference on Virtual, Augmented and Mixed Reality, VAMR 2019, held in July 2019 as part of HCI International 2019 in Orlando, FL, USA. HCII 2019 received a total of 5029 submissions, of which 1275 papers and 209 posters were accepted for publication after a careful reviewing process. The 80 papers presented in this volume were organized in topical sections named: multimodal interaction in VR, rendering, layout, visualization and navigation, avatars, embodiment and empathy in VAMR, cognitive and health issues in VAMR, VAMR and robots, VAMR in learning, training and entertainment, VAMR in aviation, industry and the military.

"An explanation for Korea's economic success"--

By investigating Samsung's platform strategies, organizational culture and control mechanisms in the Android ecosystem, this research provides a balanced view on the global smartphone platform industry. In addition, this dissertation provides both empirical evidence and critical explanations by exploring the challenges of global leading manufacturer Samsung, especially Samsung's Media Solution Center (hereinafter, MSC) which was in charge of software and platform services of the company. In the literature review and methodology chapter, this study reviews 1) how successful platform providers actually control other platform participants, 2) how they develop platform ecosystems and extend their businesses, 3) how a fast follower strategy which is considered a typical strategy of Samsung Electronics affects business performance, and 4) how cultural elements of organizations affect the performance of a company, especially an ICT firm. This research poses three research questions: RQ 1: How did Samsung's platform strategies such as the fast follower strategy affect MSC's platform services? RQ 2: How did the platform governance and control mechanisms in the global smartphone industry influence Samsung's platform services? And RQ 3: How did the organizational culture of Samsung and MSC influence Samsung's platform businesses? The research relies on interviews with 25 platform experts who once designed and worked on platform services such as Samsung Apps or Bada in Samsung's MSC. This study basically explores business experiences of Samsung's MSC whose challenges were not successful. Since Samsung's attempts to control a platform failed, this research is in part a study of failure. In this it deviates from the typical study that pays much attention to the winner's position or experience rather than that of a loser. Based on the interview data, this research provides significant findings. First, Samsung's strategy of being the fastest follower generated positive network effects for the Google Play Store instead of Samsung's platforms. Second, Google tightly controlled its competitors' platform services in diverse (somewhat unfair) ways in order to maintain its dominance. Lastly, Samsung's hierarchical and micromanaging organizational culture exerted negative influence on MSC's platform services

This student-focused text provides an emphasis on skills development. Packed with real-life examples of what can go wrong with even the most well-conceived strategies, there is a focus on realism throughout. With a highly accessible writing style, this text it is an invaluable learning tool for all students in this area.

Rather than descriptions of cases or short three paragraph samples, this book provides readers with full cases drawn from a variety of disciplines that illustrate different case study techniques (descriptive, explanatory, cross-case and methodological). Throughout the text, the author provides thoughtful insights and guidelines on the cases and the different approaches to doing case study research.

This book constitutes the refereed proceedings of the 5th International Conference on Serious Games Development and Applications, SGDA 2014, held in Berlin, Germany, in October 2014. The 14 revised full papers presented together with 4 short papers were carefully reviewed and selected from 31 submissions. The focus of the papers was on the following: games for health, games for medical training, serious games for children, music and sound effects, games for other purposes, and game design and theories.

Renault, Samsung, Lacoste This book provides opportunities to discover a selection of issues recently faced by 10 major French companies. Each case offers in a clear and structured manner: a case presentation sheet including the problem statement, learning objectives, as well as the main themes and marketing tools used throughout the case; a narrative reviewing important information about the company and its environment, leading to the problem to be investigated; a series of questions guiding the draft of a structured solution; a detailed solution outlining the main strategic recommendations. Based on real issues and written in collaboration with the companies, the 10 fi eld-based case studies allow applying marketing principles, theories and models: segmentation, positioning, marketing plan, as well as designing strategies at the product, price, place and promotion levels. Learning by doing, applied to marketing!"

Providing a complete portal to the world of case study research, the Fourth Edition of Robert K. Yin's bestselling text Case Study Research offers comprehensive coverage of the design and use of the case study method as a valid research tool. This thoroughly revised text now covers more than 50 case studies (approximately 25% new), gives fresh attention to quantitative analyses, discusses more fully the use of mixed methods research designs, and includes new methodological insights. The book's coverage of case study research and how it is applied in practice gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields. Key Features of the Fourth Edition Highlights each specific research feature through 44 boxed vignettes that feature previously published case studies Provides methodological insights to show the similarities between case studies and other social science methods Suggests a three-stage approach to help readers define the initial questions they will consider in their own case study research Covers new material on human subjects protection, the role of Institutional Review Boards, and the interplay between obtaining IRB approval and the final development of the case study protocol and conduct of a pilot case Includes an overall graphic of the entire case study research process at the beginning of the book, then highlights the steps in the process through graphics that appear at the outset of all the chapters that follow Offers in-text learning aids including "tips" that pose key questions and answers at the beginning of each chapter, practical exercises, endnotes, and a new cross-referencing table Case Study Research, Fourth Edition is ideal for courses in departments of Education, Business and Management, Nursing and Public Health, Public Administration, Anthropology, Sociology, and Political Science.

Crafting and Executing Strategy has been revised and updated specifically with its European readers in mind. Building upon the success of previous editions, it continues to explain the core concepts and key theories in strategy and illustrate them with practical, managerial examples students can really relate to. Brand new features have been developed to encourage readers to go beyond learning and to apply their knowledge to from a diverse range of real-life scenarios including global brands, SMEs, public

sector and not-for-profit organizations.

The integration of technological innovations, such as In-Memory Analytics, Cloud Computing, Mobile Connectivity, and Social Media, with business practice can enable significant competitive advantage. In order to embrace recent challenges and changes in the governance of IT strategies, SAP and its think tank - the Business Transformation Academy (BTA) - have jointly developed the Digital Capability Framework (DCF). Digital Enterprise Transformation: A Business-Driven Approach to Leveraging Innovative IT by Axel Uhl and Lars Alexander Gollenia outlines the DCF which comprises six specific capabilities: Innovation Management, Transformation Management, IT Excellence, Customer Centricity, Effective Knowledge Worker, and Operational Excellence. In cooperation with the University of Applied Sciences and Arts Northwestern Switzerland, University of St. Gallen (Switzerland), Queensland University of Technology (Australia), University of Liechtenstein (Principality of Liechtenstein), and Karlsruhe Institute of Technology (Germany), SAP and the BTA have been validating each capability and the corresponding maturity models based on analyzing several 'lighthouse' case studies comprising: SAMSUNG, IBM, Finanz Informatik, The Walt Disney Company, Google Inc., HILTI AG. Digital Enterprise Transformation presents how these companies take advantage of innovative IT and how they develop their digital capabilities. On top the authors also develop and present a range of novel yet hands-on Digital Use Cases for a number of different industries which have emerged from innovative technological trends such as: Big Data, Cloud Computing, 3D Printing and Internet of Things.

This book provides a valuable reference for digital forensics practitioners and cyber security experts operating in various fields of law enforcement, incident response and commerce. It is also aimed at researchers seeking to obtain a more profound knowledge of Digital Forensics and Cybercrime. Furthermore, the book is an exceptional advanced text for PhD and Master degree programmes in Digital Forensics and Cyber Security. Each chapter of this book is written by an internationally-renowned expert who has extensive experience in law enforcement, industry and academia. The increasing popularity in the use of IoT devices for criminal activities means that there is a maturing discipline and industry around IoT forensics. As technology becomes cheaper and easier to deploy in an increased number of discrete, everyday objects, scope for the automated creation of personalised digital footprints becomes greater. Devices which are presently included within the Internet of Things (IoT) umbrella have a massive potential to enable and shape the way that humans interact and achieve objectives. These also forge a trail of data that can be used to triangulate and identify individuals and their actions. As such, interest and developments in autonomous vehicles, unmanned drones and 'smart' home appliances are creating unprecedented opportunities for the research communities to investigate the production and evaluation of evidence through the discipline of digital forensics. .

Introduction to international studies provides for a multi-disciplinary approach to the ever-changing political, economic, social and cultural environment in the world during recent decades. This book searches for policy remedies or common solutions that could serve to redefine the future international order so that important universal values such as human well-being, freedom of choice, world peace, human rights, and democracy will be upheld -- Back cover.

Given the rise of Asia in the global economy in recent decades, it is important to understand the uniqueness of Asian business. This book first introduces the core strategies prevalent in Western business, and then explains how they can be applied or adapted to Asian business. When necessary, modified or new business models (as developed by the author) are utilized to better explain Asian business. Furthermore, this book deals not just with the theory, but also with practice. Several real-life case studies and examples are discussed in order to compare and contrast the Asian and Western perspectives on global business strategy. Readers will therefore gain an enhanced understanding of Asian business and formulation of Asian business strategy.

Environmental professionals can no longer simply publish research in technical journals. Informing the public is now a critical part of the job. Environmental Communication demonstrates, step by step, how it's done, and is an essential guide for communicating complex information to groups not familiar with scientific material. It addresses the entire communications process, from message planning, audience analysis and media relations to public speaking - skills a good communicator must master for effective public dialogue. Environmental Communication provides all the knowledge and tools you need to reach your target audience in a persuasive and highly professional manner. "This book will certainly help produce the skills for environmental communications sorely needed for industry, government and non-profit groups as well as an informed public". Sol P. Baltimore, Director, Environmental Communications and Adjunct faculty, Hazardous Waste management program, Department of Chemical Engineering, College of Engineering, Wayne State University, Detroit, Michigan. "All environmental education professionals agree that the practice of good communications is essential for the success of any program. This book provides practical skills for this concern". Ju Chou, Associate Professor, Graduate Institute of Environmental Education National Taiwan Normal University Taipei, Taiwan

This book describes an equity research approach which combines principles of value investing with domain specific expertise in the technology industry. The book also provides an overview of the financial services industry and the different types of conflicts of interest that drive market participants toward objectives that may not be aligned with those of the individual investor. The book describes an equity research process that I have followed throughout my career as a financial analyst, and shows that equity research is difficult not just for the technical skills involved but also due to behavioral issues that one has to deal with quite frequently when it comes to investing. Equity Research takes a lot of work - much more than an individual investor is likely to be able to commit given that her main profession is probably something other than investing. A central message of the book is for the individual investor to find an independent investment manager who she can trust to pursue an investment strategy that is aligned with her goals.

Technology management as a field came together during the 1980s in response to the question of how society could deliberately create new technology and exploit it in economic development. This updated edition introduces technology management, covers the importance of managing information technologies, and compares them to existing physical technologies.

Written by an eminent author team whose expertise spans the full breadth of the subject, The Business Environment provides comprehensive coverage and sound academic insight into this dynamic subject. The unique "themes and issues" approach the book has become known for provides students with a consistent and holistic framework for analysing businesses and the business environment, as well as a reliable method to organize their thinking. The core business environments and their interrelationships are explored using the established STEEPLE framework in Part One. Part Two then looks beyond these topics and invites students to analyse a range of contemporary issues such as the financial crisis and austerity, globalization, corporate power, equal opportunity, and entrepreneurship. A host of examples, "Mini-Cases", and end-of-chapter case studies illustrate key topics in real-life, international, and wide-ranging business settings. Unilever's corporate responsibility policy, Samsung and South Korean economic development, and Starbucks on sustainability, are just some of the topical cases. "Stop and Think" boxes and end-of-chapter review and discussion questions develop students' critical thinking skills, while further reading and

useful websites provide the starting point for further research and exploration.The Business Environment is supported by a wealth of online resources, featuring:For students: * Multiple-choice questions* Author podcastsFor registered adopters:* Figures and tables from the text* Lecturer's guide to each chapter* PowerPoint slides* Answers to review and discussion questions* Test bank

Case study research has a long history within the natural sciences, social sciences, and humanities, dating back to the early 1920's. At first it was a useful way for researchers to make valid inferences from events outside the laboratory in ways consistent with the rigorous practices of investigation inside the lab. Over time, case study approaches garnered interest in multiple disciplines as scholars studied phenomena in context. Despite widespread use, case study research has received little attention among the literature on research strategies. The Encyclopedia of Case Study Research provides a compendium on the important methodological issues in conducting case study research and explores both the strengths and weaknesses of different paradigmatic approaches. These two volumes focus on the distinctive characteristics of case study research and its place within and alongside other research methodologies. Key Features Presents a definition of case study research that can be used in different fields of study Describes case study as a research strategy rather than as a single tool for decision making and inquiry Guides rather than dictates, readers' understanding and applications of case study research Includes a critical summary in each entry, which raises additional matters for reflection Makes case study relevant to researchers at various stages of their careers, across philosophic divides, and throughout diverse disciplines Key Themes Academic Disciplines Case Study Research Design Conceptual Issues Data Analysis Data Collection Methodological Approaches Theoretical Traditions Theory Development and Contributions From Case Study Research Types of Case Study Research

This book views Samsung Electronics in terms of corporate life cycle as well as product portfolio and strategy. It also examines the issues Samsung faces as it proceeds further into the 21st century. Written from the perspective of an experienced commentator on Korean and global business, this book presents not simply a narrative or an adulatory and uncritical account of Samsung's rise, but a considered analysis of the secrets of success that both business students and CEOs will want to read and consider applying to their own companies.

This volume provides a historical context for Six Sigma and charts the benefits it has brought to business from its inception up to the present. It also provides guidelines on the use of Six Sigma as a business strategy and shows how it can be combined with other management practices.

The authors propose a new marketing model to help business owners and marketing professionals apply an investment-led approach where the focus is value, not cost. This guide introduces investment disciplines and strategies to marketing practices.

We are in an age where innovation is becoming the single most successful ingredient of corporate and economic success. For most businesses however innovation management is all about managing a paradox. Innovation needs creativity at one end but also ROI centricity and organization discipline on the other for it to be successful. This management of "disorder" and "order" makes innovation management challenging. Chaos theory provides a unique opportunity to understand and study this dichotomy. By understanding through the lenses of successful programs of innovation in organizations like Samsung Electronics and Biocon a new innovation model through chaos theory is attempted in this study

What is Business Model? Different people define the concept of business model differently. For the average person, business model merely describes the way in which a firm makes money. Some see it as the company plan for generating revenues, some see it as the structure of operations and how to organize various activities to provide services, others define it as the architecture of the organization and division of resources to generate profits. Companies and society has always been the rubrics that holds the very make up of business activities. Combined, these two forces form the essence of contribution to what makes economy, shaping our daily activities, and the formation of business cycles. Given the ever-increasing complexity of the global marketplace, business (exchange of good and services, manufacturing, farming, production, distribution, sales and consumption) is rooted in the way we live and how our societies and ultimately nations, progress. A viable, efficient and effective business model is vital to organizational success of failure.

Since the start of the recent financial crisis, as most global firms struggle to remain competitive, an increasing number of Korean and Japanese firms have experienced an amazing rate of growth and expansion. Although academic researchers and business leaders in the United States, China, Brazil, India, and Europe seek out the secrets to these businesses' success, little is known about their business practices. Supplying an insider's perspective, Building Network Capabilities in Turbulent Competitive Environments: Practices of Global Firms from Korea and Japan unveils the strategic and operational practices that have allowed these firms to catch and surpass their competitors in North America and Europe. Based on fieldwork studies and extensive interviews with senior executives, it explains how these companies have developed and enhanced their core competencies through effective integration of product architecture, supply chain management, and IT strategy. The book provides practical insight into changing business patterns while avoiding extensive mathematical algorithms and drawn-out theoretical descriptions. It uses cutting-edge case studies to illustrate the innovative manufacturing strategies of these rapidly emerging companies. Accessible to anyone with a basic understanding of business, it reveals the organizational processes of strategy formulation and implementation that are required for success. Providing a clear understanding of both the career implications of the changing business landscape and how to deliver products and services that meet and exceed the needs of your customers, this book will help you develop the socio-technical skills needed to succeed in an increasingly competitive and turbulent business environment.

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia–Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

During the 1990s the Korean economy was regarded as a possible "role model" to be followed by other newly industrializing economies, but the "Asian Crisis" of 1997 destroyed this image. Past practices, challenges and responses are explored in this collection by an international group of authors.

"This book analyses the technology development efforts of Korea's electronics industry (the country's largest exporter). It asks how the Korean electronics industry was able to develop, both in terms of production and technology, despite low inflows of licensing and foreign direct investments. The books argues that the key to its spectacular growth has been through its participation and learning from an inter-firm arrangement called original equipment manufacturing arrangement (OEM). A number of firm-level case studies on the Korean electronics industry support this argument. The role of the government, especially related to its technology policy, has also been analysed. The government was effective in providing financial incentives for the firms' technological upgrading efforts, but its supplying of direct technological assistance had limited success. Overall, this book argues that contrary to many previous studies, the role of multinational enterprises has been significant in the development of Korea's electronics industry, and that they have acted as a 'technological tutor' for Korea through OEM"--P. xiv.tributors, world 0?.

Part of the successful Routledge 'Working in Asia' series, The Changing Face of Korean Management focuses on a country that is predicted by some experts to become the world's third richest by 2025. South Korea, with its thriving telecommunications and automotive industries,

and increasing trade links with China, survived the 1997 Asian Economic Crisis better than most. This important textbook explores the key areas of management in this pivotal country in the region, including: Human Resource Management Marketing Operations Finance Strategy Overseas affiliates Small firms and entrepreneurship Women Including case studies and interviews with front-line Korean managers to enable a real 'voice' to emerge, and written by native academics, this is a complete analysis of the current state of management structures in South Korea. It is important reading for all students of business and management interested in Asia.

Fireworks are an enchanting spectacle that can make any evening magical, but where did these amazing feats of pyrotechnics come from? This book introduces readers to many incredible inventions from East Asia that have changed the world, from dazzling fireworks to warm cups of tea. Stunning full-color photographs give readers an up-close look at inventions. Even reluctant readers will enjoy fun fact boxes full of cool information. This innovative book teaches readers about crucial inventions used in everyday life while expanding cultural awareness of East Asian cultures and history, making it a valuable addition to any library or classroom.

Essay from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, course: international business, language: English, abstract: Samsung Group is a giant multinational enterprise composed of more than thirty affiliated corporations in various industries. Samsung Group is acting a significant of roles including supplier, designer, engineer and producer etc. As a global conglomerate, Samsung has achieved a great success in both domestic and foreign markets. Samsung mobile business has contributed enormously to the whole company, providing mobile phones that satisfy consumers' needs. Samsung maintain the first position with innovated products, such as the Galaxy S5, Galaxy Note 4 and Galaxy Note edge across the whole mobile and smartphone markets in the world in 2014. A closer look will be taken on Samsung's mobile communications business. As Samsung intends to expand global footprint, international business strategy would be adopted inevitably by the company. The purpose of this paper is to exam a case of Samsung Mobile and explores how the environment impacts on Samsung's international strategy by using appropriate strategic tools.

Essays in the book focus on the Korean model of industrialization and internal internationalization, organizational capabilities and management roles, and disadvantages inherent in the model. The subjects covered include corporate catch-up strategies, foreign investment, and future possibilities.

Case Study of Samsung's Mobile Phone BusinessBusiness Model Comparison Between Sony and Samsung - Case StudyThe Case Study AnthologySAGE