

Samsung Case Study

Case Study Samsung

Marcel A. Müller



Case Study Samsung:

Case Study of Samsung's Mobile Phone Business Boon-Young Lee, Seung-Joo Lee, 2004

Case Study of Samsung's Mobile Phone Business Seung-Joo Lee, Boon-Young Lee, 2015 This paper examines Samsung Electronics successful growth strategy in the mobile phone business It examines its early efforts at developing a competitive product in the domestic market its globalization strategies and some of the key challenges it faces today The paper provide insights into how a late comer to an industry can overcome certain disadvantages and successfully position itself as a widely respected and successful brand

Digital Enterprise Transformation Axel Uhl, Lars Alexander Gollenia, 2016-04-22 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

Technology Transfer and International Production Jin W. Cahn, 2002-03-27 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 **The New Economy and APEC** Catherine L. Mann, Daniel H. Rosen, Asia Pacific Economic Cooperation (Organization). Economic Committee, 2001 This report from the APEC Economic Committee responds to the Action Agenda for the New Economy announced by APEC leaders at their meeting in Brunei in November 2000 and starts the task of underpinning the theme of Meeting New Challenges in the New Century for the 2001 year with China at the helm **Mobile Business Strategies** Jouni Paavilainen, 2002 The mobile revolution the collision of the internet and the world of mobile communications is already changing the way we work and live High levels of mobile phone penetration and internet access combine with widespread credit card usage to offer the prospect of a multitude of new business opportunities But what are the most promising areas of m commerce Which are the most significant new technologies How will mobile devices networks and applications develop as we move towards the third generation 3G world Mobile Business Strategies explores the new mobile world looks into the future and considers the emerging trends It discusses the roles of financial institutions operators content providers and other key parties in the mobile commerce value chain Core technologies are addressed from a strategic perspective familiarizing the reader with both the possibilities and the limitations of the mobile environment After an in depth examination of potential corporate and consumer solutions the book concludes with a more detailed analysis of two crucial areas location based services and mobile portals Required reading for operators financial institutions web portals content providers systems integrators and anyone looking to master the challenges of the mobile internet Mobile Business Strategies provides A strategic overview of the most promising mobile technologies and their potential application An understanding of the intrinsic differences between m commerce and e commerce Practical and hype free advice for securing competitive advantage in this fast moving field 40 mobile business case studies from around the world 0201788985B04092002 **Business Model Comparison Between Sony and Samsung - Case Study** □□□, Kiki Hsu, 2013 **The Next Dimension** Tom Emrich, 2024-11-27 Your guide to transforming your business with spatial computing featuring real use cases and proof points of augmented reality in marketing advertising and sales Ready to revolutionize your business The Next Dimension How to Use Augmented Reality For Business Growth In The Era of Spatial Computing by Tom Emrich explores the power of augmented reality AR to propel your business strategy into the next wave of computing Learn how AR is reshaping the digital landscape crafting a new marketing mix and evolving retail into a brand new consumer experience Gain valuable insights on realizing success with AR across the marketing funnel activate and engage Generation AR and move beyond traditional ads with immersive campaigns that are co created with your consumer With real world examples from brands like LEGO BMW Walmart Gucci Diageo and more this guide equips you with everything you need to use AR technology for immediate and impactful results What s Inside Game Changing Benefits Spatial Computing 101 Get introduced to the future of computing Understand how spatial computing transforms our relationship with technology and uncover the new opportunities it offers for your business Your 3D Wakeup Call Learn to spatialize your

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transparent Chinese companies more competitive in global markets and Chinese people more closely linked There are still great potentials for China to explore further Surely Pelling's book *Cisco Net Impact* will make China rethink and reform its Internet related policies and learn more from its Asian neighbors Weiying Zhang Professor and Executive Associate Dean Guanghua School of Management Peking University Very sane and people focused the book makes it amply clear that the move towards adopting the Internet is not just a matter of technology but should be seen as part of change management There is no surfeit of data which is very well woven to amplify the case studies On the whole I believe business readers will find the examples with regional nuances immensely useful while providing insights to the business potential of the Internet S Ramadorai CEO Tata Consultancy Services We are a strong advocate of Internet technology *Cisco Net Impact* shows how e enablement success constitutes one the key organizational transformation strategies which has helped CTM and others in Asia sustain themselves as market leaders and service providers of choice for customers David Kay CEO CTM Cathay Pacific continues to be very optimistic about the potential of the Internet and e commerce in particular in the Asian region I applaud Cisco's efforts in *Net Impact* to reveal the insights and demystify the secrets of corporate Internet success in Asia

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