

**Source: Glowik, Mario (2017): Global strategies in the service industries. Dynamics, analysis and growth. London and New York: Routledge, Taylor and Francis Group.**

## **Case study Alibaba Group: A successful Chinese and international digital business giant?**

*Case review questions*

1. Today, in which businesses and industries Alibaba operates as a result of its various acquisitions, alliances and joint ventures? What make the company different from others?
2. Where is currently the regional sales focus of Alibaba and what might be the next step in terms of Alibaba's internationalization strategy?
3. When you combine the various business activities of Alibaba Group, which opportunities and threats can you describe for Alibaba's stakeholders? What is the impact on the society in China and other countries?
4. Would you invest in Alibaba? Provide your opinion regarding the financial configuration of Alibaba, from the perspective of a Chinese investor, as well as from the perspective of a foreign investor. Finally, in general, provide your opinion concerning corporate ethical (tax paying) responsibilities of large multinational firms.

# Case Study Alibaba

**Albert A Gayle**



## Case Study Alibaba:

**Internationalization of E-Commerce**, *Case Studies in Asian Management* Parissa Haghirian, 2014 There is a lack of knowledge on how corporations in Asia develop strategies organize their work processes and deal with competition Western managers and business students need to know more about Asian corporations and their management styles Learning about Asia however has always been a challenging task The main challenge is the complexity encountered when dealing with Asian management issues which differ not only for different countries but also for different types of businesses not to mention national management preferences and styles This book tries to fill this gap by presenting case studies of various Asian countries including China Japan India Korea and The Philippines The case studies are as diverse as management activities in Asia can be and include a variety of different companies in several Asian countries This book attempts to present an overview on the variety and complexity of management and business processes in Asian countries It intends to support business people and students of international management to get a deeper understanding of Asian management practices by presenting practical examples of Asian firms and their strategies

*Business Model Innovation* Allan Afuah, 2018-10-03 Rooted in strategic management research Business Model Innovation explores the concepts tools and techniques that enable organizations to gain and or maintain a competitive advantage in the face of technological innovation globalization and an increasingly knowledge intensive economy Updated with all new cases this second edition of the must have for those looking to grasp the fundamentals of business model innovation explores the novel ways in which an organization can generate deliver and monetize benefits to customers

[Handbook of E-commerce in China](#) Zheng Qin, Qinghong Shuai, 2025-10-31 The book aims to help readers comprehensively understand the concepts principles and practical applications of e commerce to master the basic knowledge and skills of e commerce from different dimensions and to improve the readers understanding and applications in the field of e commerce For different groups of readers this book combines theoretical research with engineering application research and combines typical cases with practical experience in Chinese context which focuses on the scientific technical as well as systematic and complete knowledge system of e commerce and provides readers with forward looking academic and applied reference materials in e commerce Based on different theory branches and application scenarios of e commerce aiming to cover different groups of readers this book covers the following areas Fundamentals and Scientific Research of E Commerce E Commerce and Financial Payments E Commerce Laws and Regulations E Commerce and Logistics E Commerce and Big Data Rural E Commerce Cross border E Commerce E Commerce and Internationalization E Commerce Theory and Practice Typical Cases and E Commerce and Digitization et al This book can be used as learning materials for public administrators enterprise managers e commerce and other modern service industry practitioners It can also be used as a reference book for undergraduate and postgraduate students of e commerce and related majors in institutions of higher education to help the relevant personnel to continuously

learn and improve their professional ability and quality      *Understanding Chinese Corporate Governance* Lyndsey Zhang,2023-11-16 In a complex political and environmental global landscape it has never been more critical for global organizations to understand the past present and future of Chinese corporate governance this book is the key Leveraging her dual cultural background and using a board level practitioner s lens Lyndsey Zhang offers insights that will help the global business community better understand Chinese companies corporate governance practices and economic development journeys shorten the learning curve for global business leaders and investors and explore different economic models that better suit emerging markets She addresses important questions such as How does the Chinese government manage to retain its controlling position in Chinese companies while still making them attractive to global investors What are the drivers for Chinese companies future corporate governance improvement What is China s position on the worldwide ESG and climate change movements How can global practitioners feel less like navigating in the dark when working with Chinese companies This book will be an invaluable resource for anyone seeking to understand the rapidly changing world of Chinese corporate governance including global investors senior executives in multinational corporations consultants financial and political policymakers business and law students and researchers      **Platform Strategy for Building China E-Commerce Business Ecosystem - The Case Study of Alibaba Group** 曹飞,2016      **Can Alibaba Achieve Large-Scale Sustainable Success in the American E-Commerce Market?** Hannah Müller,2019-07-10 Case Study from the year 2019 in the subject Business economics Operations Research grade 1 8 Reutlingen University language English abstract This paper is a case study about Alibaba entering the US e commerce market Can Alibaba make large scale sustainable success in the American e commerce market Or is the industry not attractive and the market saturated Alibaba provides technology infrastructure and marketing to help merchants brands and businesses to leverage the power of new technology to engage with their customers The Alibaba Group was founded in 1999 by Jack Ma and 17 other people Alibaba was originally founded as a B2B e commerce portal to connect Chinese manufacturers with overseas buyers Nowadays Alibaba ranks in the Top Ten companies in terms of market value Most of the credit goes to Ma himself because he utilized the first mover advantage and successfully planned entrepreneurial growth and corporate initiatives Looking back Ma has traveled more than 800 hours to dozens of countries to meet business leaders and state representatives to convince them of Alibaba s aim to let small and medium businesses SMEs from all parts of the world trade freely and securely on Alibaba s platforms The company s vision is to achieve 1 trillion in gross merchandise by 2020 and to serve two billion customers by 2036 To achieve this global operations are key and experts propose globalization is better done now than later Alibaba is currently experiencing high competitive pressure in China and will need to conquer new territories to continue on current trajectory Needless to say entry into the US market will not only be difficult but also require premium strategic decisions with little to no room for errors      **The Alibaba Group** Yi Guo,2016 By July of 2011 Yun Jack Ma had achieved his goal of creating one of the world s leading e

commerce companies Ma founded the Alibaba Group and took advantage of growing internet usage in China to launch the leading B2B C2C and B2C sites in the country and capture a huge market Despite his success Ma had a troubled relationship with Yahoo the largest investor in the Alibaba Group Ma s decision in January of 2011 to transfer Alipay the Alibaba Group s online payment unit from the Alibaba Group to a company under his personal control was just making matters worse When Ma founded Alibaba com in 1999 he faced competition from a number of other Chinese B2B web portals This case study discusses this topic

**Impacts of Entrepreneurial Orientation on Supply Chain Management** Tunio, Muhammad Nawaz,Rashid, Aamir,Qureshi, Muhammad Asif,Qureshi, Jawaid Ahmed,Rasheed, Rizwana,2024-09-25 Entrepreneurial orientation requires entrepreneurs managers and executives to design plans and policies for improved supply chain processes In response to global trends supply chains must adopt sustainable practices while considering environmental factors institutional policies and risk management solutions Organizations with effective supply chain management in mind will implement sustainable development solutions using entrepreneurial opportunities for pollution prevention carbon footprint reduction and green management Impacts of Entrepreneurial Orientation on Supply Chain Management explores the impact of entrepreneurial solutions for business operations and supply chains It examines the challenges of green supply chains and sustainability in business while acknowledging the role entrepreneurs play in future focused digital technology and eco friendly practices This book covers topics such as entrepreneurship digital technology and sustainable development and is a useful resource for business owners entrepreneurs managers environmental scientists computer engineers academicians and researchers

**Artificial Intelligence (AI) and Machine Learning (ML) for Cybersecurity** Dr. Sujatha Jamuna Anand,Dr. D. Prabhu,Dr. G. Bhuvaneshwari,Dr. A. Lakshmi Priya,2023-03-30 About the Book Artificial Intelligence AI and Machine Learning ML for Cybersecurity Securing Your Digital World with AI and ML is a comprehensive reference work that explains how artificial intelligence and machine learning techniques are applied to address modern cybersecurity challenges The book introduces essential AI ML concepts and then demonstrates their use across critical security domains combining foundational theory with applied insights and case oriented discussion The book is organized into ten chapters It begins with core fundamentals including key terminology and types of AI ML relevant to cybersecurity and progresses to major application areas such as malware detection and prevention threat intelligence network security identity and access management security analytics incident response cybersecurity compliance application security and cloud security Throughout the text highlights how AI ML methods improve detection accuracy accelerate response reduce false positives and adapt to evolving threat landscapes Ideal readership includes cybersecurity professionals students researchers and practitioners who want a structured understanding of how AI and ML can strengthen security operations and risk mitigation Book Details Title Artificial Intelligence AI and Machine Learning ML for Cybersecurity Securing Your Digital World with AI and ML Authors Dr Sujatha Jamuna Anand Dr D Prabhu Dr G Bhuvaneshwari Dr A Lakshmi Priya First

Published March 2023 ISBN 978 93 92090 12 7 DOI 10 47716 MTS B 978 93 92090 12 7 Total Pages 248 Front pages 12 Inner pages 236 Price Rs 375 Publisher Jupiter Publications Consortium Chennai Tamil Nadu India Imprint Magestic Technology Solutions P Ltd Chennai

**The Global Digital Divides** James B. Pick, Avijit Sarkar, 2015-04-15 This book analyzes extensive data on the world's rapidly changing and growing access to use and geographies of information and communications technologies. It studies not only the spatial differences in technology usage worldwide but also examines digital differences in the major world nations of China, India, the United States, and Japan at the state and provincial levels. At the global level, factors such as education, innovation, judicial independence, and investment are important to explaining differences in the adoption and use of technology. The country studies corroborate consistent determinants for technology usage for education, urban location, economic prosperity, and infrastructure but also reveal unique determinants such as social capital in the United States and India, exports in China, and working age population and patents in Japan. Spatial patterns are revealed that indicate clusters of high and low technology use for various nations around the world, the countries of Africa, and for individual states/provinces within nations. Based on theory, novel findings, and phenomena that have remained largely unreported, the book considers the future of the worldwide digital divide, the policy role of governments, and the challenges of leadership.

**Internet Philanthropy in China** Yidan Chen, 2021-08-27 This book is the work of Charles Chen Yidan, the Father of China's Internet Philanthropy. It is based on the long-term research and practices of Tencent Research Institute and the Tencent Foundation. It reviews the recent history of internet-based charity during the past 20 years. It provides a first-time comprehensive review and study of internet-based charity from different dimensions, including the nature of internet-based charity, typical innovations and practices at home and abroad, as well as future prospects for integrating new technology and charity. It offers important insights into the transformation of many charitable organizations, the regulatory approach of governments towards these organizations, and the development of future society. This book contains not only a large set of the latest data from foreign countries but also exclusive interviews of many industry experts, including the directors of online charity platforms and chairmen of typical charitable organizations. It provides valuable references and is highly recommended for enterprises, organizations, and authorities that want to understand and promote the advancement of philanthropy in China.

**The Alibaba Way: Unleashing Grass-Roots Entrepreneurship to Build the World's Most Innovative Internet Company** Ying Lowrey, 2016-02-12 The amazing e-commerce success story that provides a powerful new growth model for small business start-ups and grassroots entrepreneurs. One of the world's fastest-growing Internet companies, Alibaba, and its founder Jack Ma have inspired a generation of young Chinese not just as a road map to riches but as a lesson in entrepreneurial individualism. This illuminating guide takes readers inside this global giant of e-commerce and shows entrepreneurs how to build their own businesses from a grassroots vision to a world-class operation. Using Alibaba's incredible success as a case study, the book identifies the driving forces behind job growth, innovation, and sustainability in

the Digital Age It shows small business owners how to unleash their entrepreneurial spirit realize their grassroots ambitions and use technology driven platforms to grow their companies across multiple markets The Alibaba Way offers a proven way to survive and thrive The first book length case study of the Alibaba phenomenon Alibaba is receiving incredible positive coverage in the media its IPO is likely to be the largest in the US and one of the largest in the world Dr Lowry is an expert in Chinese economics with experience in American markets Dr Ying Lowrey is an Economics Professor at the School of Social Sciences Tsinghua University and Deputy Director of Tsinghua Research Center for Chinese Entrepreneurs Alibaba Group Chenyuan Fu,2016 **Management Case Study Amazon. Analysis and Decision Making** Ricardo

Escoda,2018-05-17 Case Study from the year 2018 in the subject Business economics General grade 1 7 International School of Management Campus Munich language English abstract As the number of publications referring to Amazon increased formidable during the last years it is a highly discussed retail brand which is becoming more and more important In July 2016 the UK trade marketing association DMA1 published a study showing Amazon as favorite retail brand amongst competitors like John Lewis Marks Spencer eBay and ASOS Every fourth of the 1000 participants voted for Amazon even though they were not given a shortlist with answers but an empty text box to fill in their favorable retail brand This paper deals with aspects referring to the research fields Advanced Strategic Management Business Development and International Business Game At the end of each part a summary with the most fundamental information helps to build a broad overview

**"Yahoo!" - A case study about brand valuation** Leonie Matzick,Katrin Küsters,Torsten Krall,Thomas Kuhn,Gerhard Schumacher,2008-09-15 Research Paper undergraduate from the year 2008 in the subject Business economics Offline Marketing and Online Marketing grade 1 0 Avans Hogeschool B V Breda Verwaltungen und Wirtschaftsakademie Krefeld course Bachelor of Business Administration language English abstract First of all the following chapter will deal with the framework of brand evaluation To give an idea of the internet service provider Yahoo the company will be introduced in the first part The next part concentrates on the role an established brand plays and what effect it has The following chapter will point out what it means to lead a brand and which value it has to a company As a matter of course the conclusions will be related to the special case of Yahoo To provide a general survey of the topic of brand evaluation the next chapter deals with the economical and judicial frame It explains the situation within the topic of intangible assets and their special treatment concerning the balance sheet In Chapter 2 4 2 the different causes for brand evaluation will be described and the cause of acquisition will be determined as the appropriate cause for the present case of Yahoo Chapter 2 5 concentrates on the necessary requirements for a sufficient and objective brand evaluation especially in the case of acquisition Before three of the most important and established methods of brand evaluation will be analysed the large number of all current methods have to be categorised For that reason the third chapter will start with the classification of methods After regarding the three possible categories the last part will come to the decision for just one category which comes into question for the present

case After these three analyses it is possible to overlook the whole topic of brand evaluation Chapter 2 5 defines the general requirements for an objective method of brand evaluation The following chapters will survey three of the most popular models and will point out their advantages and disadvantages In the result conclusions can be drawn from the accomplished analyses In this way a new suitable method of calculation will be developed in Chapter 4 2 It is a try to find a solution for the problem of the current methods weaknesses and to create an objective method which regards the most important criteria and fulfils the requirements for an impartial evaluation

*Alibaba's Reflective Strategic Plan to Navigate Regulatory Challenges* Joeleen Kimbell, 2025-02-18 Case Study from the year 2023 in the subject Business economics Business Management Corporate Governance grade A language English abstract Alibaba one of China's leading e-commerce and technology firms faces increasing regulatory scrutiny from Chinese authorities particularly concerning anti-monopolistic practices data security and market competition This strategic challenge necessitates a comprehensive and adaptive response to ensure compliance maintain Alibaba's market dominance and uphold its reputation The regulatory landscape in China has evolved significantly with new laws such as the Anti-Monopoly Law AML and Data Security Law directly impacting Alibaba's operations Authorities have imposed substantial fines and restrictions requiring the company to reassess its business strategies Ensuring compliance with these evolving regulations is critical to maintaining trust among stakeholders avoiding financial penalties and securing long-term sustainability In response to these challenges Alibaba's strategic plan focuses on reinforcing its internal regulatory frameworks restructuring financial services and ensuring fair competition on its platforms Transparent communication with investors employees and customers is a key priority to maintain confidence and trust in the company's future Ethical considerations also play a crucial role with an emphasis on strengthening data protection policies fostering responsible restructuring practices and maintaining high ethical standards across its operations Despite these efforts the strategic plan acknowledges potential limitations including the dynamic nature of regulatory changes complexities arising from Alibaba's global operations and the risk of stifling innovation due to increased compliance requirements Addressing these concerns requires a flexible regulatory strategy a balanced approach to maintaining Alibaba's innovative corporate culture and continuous engagement with regulatory authorities to adapt to new requirements Ultimately Alibaba's ability to integrate compliance measures within its corporate structure while preserving its entrepreneurial agility will be critical in navigating regulatory challenges and sustaining its leadership in China's digital economy

**Tmall, the Sky Cat** Charles Lee Munson, 2013

**Innovation and Entrepreneurship** John R. Bessant, Joe Tidd, 2016-02-11 Innovation and Entrepreneurship 3rd Edition is an accessible text on innovation and entrepreneurship aimed specifically at undergraduate students studying business and management studies but also those on engineering and science degrees with management courses The text applies key theories and research on innovation and entrepreneurship and then reviews and synthesises those theories and research to apply them in a much broader and contemporary context including the corporate and public

services emerging technologies and economies and sustainability and development and creating and capturing value from innovation and entrepreneurship In this third edition the authors continue to adopt an explicit process model to help organise the material with clear links between innovation and entrepreneurship This text has been designed to be fully integrated with the Innovation Portal at [www.innovationportal.info](http://www.innovationportal.info) which contains an extensive collection of additional resources for both lecturers and students including teaching resources case studies media clips innovation tools seminar and assessment activities and test questions

*Alibaba Group's Taobao* Peter J. Williamson,Michelle Wang Jingji,2016 This case explores how Alibaba Group has nurtured the creation of a business ecosystem to underpin the success of its Taobao Marketplace and Tmall com e commerce businesses that have come to dominate on line shopping in China

This book delves into Case Study Alibaba. Case Study Alibaba is a vital topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Case Study Alibaba, encompassing both the fundamentals and more intricate discussions.

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