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Lectured: SAQIB SHAMIM

DSR GROUP 3 :

- ZIAD HEKAL(2028434): Background of the organization;
- FLORENTINA PAVALUSCA(2028438): The challenge(s) before the introduction of modern technology;
- GELU-SORIN PARASCHIV(2027632): Insights to the modern technology introduced;
- GEORGIAN PASCARIU(2028219) : Impact of technology introduced;
- EVETTE SOPHIA WHITE(2027886): Lessons that can be drawn from the case study.

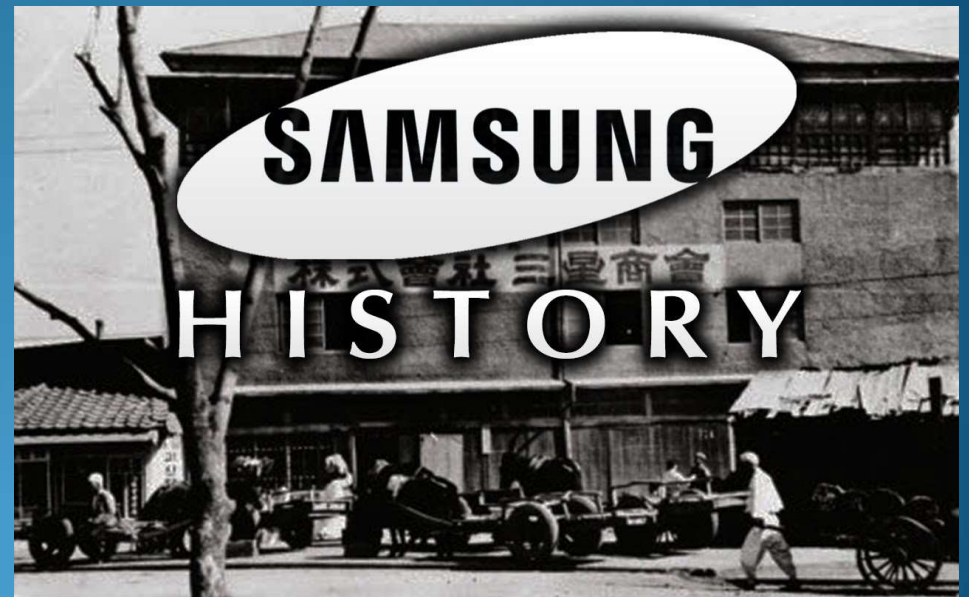
DIGITAL SKILLS AND REASEARCH METHOD



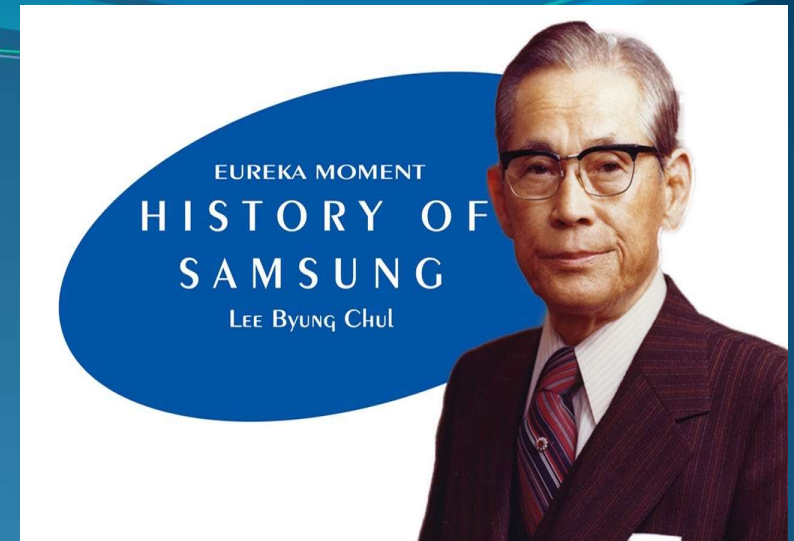
Samsung company

Samsung background

- The beginning of Samsung was in 1938 , created and initialized by Lee Byung-Chull born in Taegu, Korea
- Samsung started out as a small trading company which sold dried fish locally grown groceries and made noodles



- In 1947 Lee was forced out of during Korean war and started a sugar refinery in Busan named Cheil Jedang
- Cho hong-jai , the Hyosung group founder invested in a new company called Samsung Moolsan Gongsa , with the Samsung founder Lee Byung-Chul
- In 1951 Cho and Lee separated due to difference in management style , which led to separation of Samsung Moolsan into Samsung group, Hyosung group, Hankook tiers , with Lee taking over Samsung group
- In 1958 Samsung changed it's logo



- Samsung's founding Chairman Byung-chull Lee and other executives gathered for a meeting where a crucial decision to enter the electronics business was made
- In 1969 Samsung electronics was established during the year
- In 1970 Samsung succeed in producing 12-inch black and white TVs , and just two months after the production it exported the TV sets to Panama
- In 1978 Samsung reached the 5 million milestone in the number of TVs produced and expanded its black and white TV lines to become the world's No.1 manufacture



Reference

- Samsung, 2021. *Samsung Background-*. [online] Samsung Background. Available at: <<https://www.referenceforbusiness.com/history2/16/Samsung-Electronics-Co-Ltd.html>>

Samsung-Insights to the modern technology

- Insights by Samsung publishes stimulating and informative articles about technology
- Samsung provides business products and services
- Samsung's new smart monitors
- Samsung promotes innovation in banking and insurance



INSIGHTS

- Samsung Knox is the market leader
- The introduction of robust PTT smartphones and tablets
- Digitization of forklift operations in the warehouse
- Mobile e-commerce solutions



MOBILE TECHNOLOGY

- Effectiveness of mobile devices that scan barcodes
- Mobile technology can improve field work
- The Glooko app is useful for managing diabetes
- Samsung Pay Touch for business



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- Samsung, 2021. *Samsung Business Insights* -. [online] Samsung Business Insights. Available at: <<https://insights.samsung.com>> [Accessed 30 July 2021].

The challenges before modern technology

The company is facing challenges from doubts not only in business areas but also from changes in the global macroeconomic background.



Decline in memory chip business was a big challenge for Samsung company

Samsung is aware that its consumer electronic and mobile divisions can't quite provide the sort of profits that its investors have become used to.



Challenges

Production
Cost efficiency
Promotion



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1. Samsung Electronics America. 2021. *Internet of Things: IoT Solutions & Technologies | Samsung Business*. [online] Available at: <<https://www.samsung.com/us/business/solutions/topics/iot/>> [Accessed 28 July 2021].
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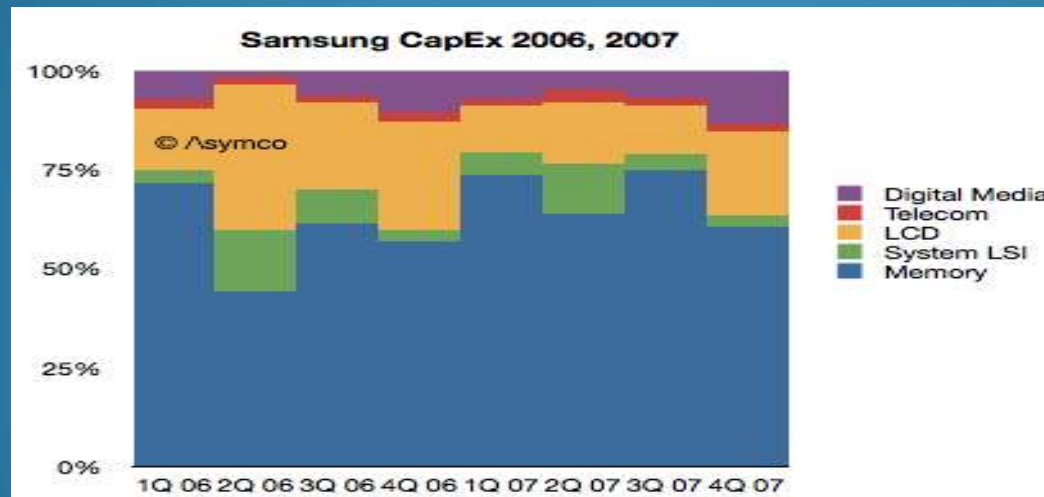
IMPACT OF TECHNOLOGY INTRODUCED- INTRODUCTION

Samsung manufactures a wide range of consumer and industrial electronics. Samsung is a South Korean business that is one of the world's leading electronic equipment manufacturers, including appliances, digital media devices, semiconductors, memory chips, and integrated systems, among other things. It has become one of the most well-known names in the technology industry, accounting for almost a quarter of South Korea's total exports.



Impact of the Technology

IT organizations may create a more controllable infrastructure and improve security with this hardware and software combination. This means warehouses may keep using their existing systems and access them via DeX without having to worry about software and hardware compatibility. IT staff will not have to rebuild programs to operate on smartphones and tablets, and end-users will be able to migrate to a more mobile workflow more quickly. These benefits can assist boost production efficiency by eroding the barrier between mobile and desktop computing and allowing businesses to keep up with the digital warehouse of today. as has been mentioned earlier, it reduces the number of necessary devices in function.



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- ▶ Samsung, 2021. *Mobile | TV | Home Electronics | Home Appliances | Samsung US*. [online] Samsung us. Available at: <<https://www.samsung.com/us/>> [Accessed 2 August 2021].
- ▶ Morris, I., 2017. *Samsung DeX Station Review: Turn Your Galaxy S8 Into A Windows 10 Replacement*. [online] Forbes. Available at: <<https://www.forbes.com/sites/ianmorris/2017/05/16/samsung-dex-station-review-turn-your-galaxy-s8-into-a-windows-10-replacement/?sh=1f03d5fe79d1>> [Accessed 2 August 2021].

Lessons that can be drawn from the case study on Samsung

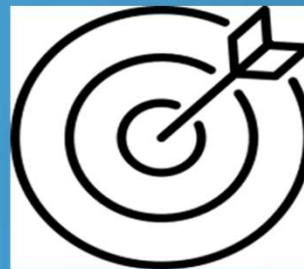
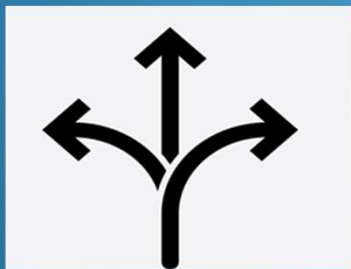
Throughout the case study I have been able to learn lots of things about the company Samsung and the impact of different factors on Samsung which have made it more effective and successful.

Most importantly I have learned about the impact of technology which is the biggest driving factors for giving effectiveness and efficiency in the organization of Samsung

Lessons that can be drawn from the case study on Samsung

Technology makes things more flexible, more effective and efficient (Hargie, 2016).

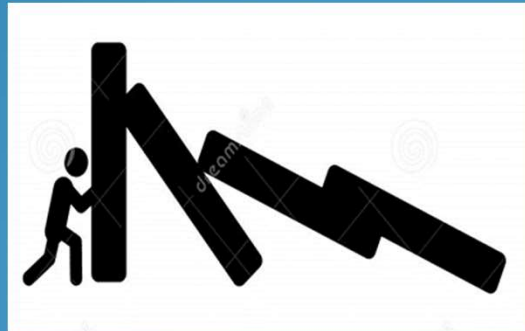
With the advancement technology Samsung has been able to effectively learn this giant multinational company worldwide. Samsung has been able to ensure flexibility by the means of technology such as- communication modes, digital platform, different directions etc. Samsung us. 2021



Lessons that can be drawn from the case study on Samsung

Without technology there will be lots of challenges, few opportunities, and limited success

I have learned about challenges that organization and people faced without the introduction of modern technology. Lack of flexibility, time and location constraint, communication and networking barriers etc. So, the lesson from the case study is this that absence of technology will pose many threats making things very difficult.



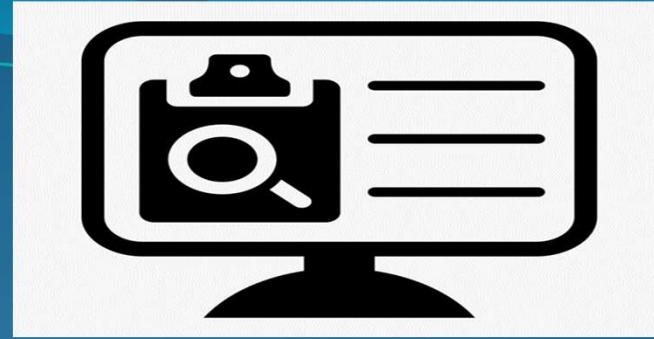
Lessons that can be drawn from the case study on Samsung

Insights of modern technology are so broader that we should strive for better learning, making it accessible to all for getting even better outcomes

As technology has lots of impact and makes things more effective it should be made more useful by making it more available and understandable for others. It is necessary to get more insights, find new directions from technology to get maximum output from it. Also, these insights from technology should have practical implications making it more accessible and suitable for everyone. Chan, 2000



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Thank You