

Program: MBA- Master of Business Administration

Module: International Business

Module code:LCMB7014

Assignment title: The report on International Business of Samsung

Student Id: 2129594

Student Name: Jankiben Barot

Table of Contents	
1. Introduction	3
2. Entry Strategies in Brazil	4
2.1 Samsung's Planning	5
2.2 Organizing	6
2.3 Leading	7
2.4 Controlling	7
3. Market analysis	8
3.1 The whole withdrawal of Note 7	8
3.2 The washing machine withdrawal	10
4. Suggestions	10
4.1 Host country's demand	12
4.2 South Korean business hazards	12
5. Goals of Samsung	13
5.1 Long-term goals	13
5.2 Short-term Goals	14
Conclusion	15
Reference	17

1. Introduction

Samsung is recognized as one of the world's biggest electrical and modern technology companies. Items and services include digital publishing devices, devices, microchips, chips, and automation. sectors in which the firm excels at creating and producing the company also works in construction and armored vehicles. The firm has grown into one of Korea's most well-known technology brands, accounting for over a fifth of total South Korean exports (Chang, Zhang and Xiong, 2019). Lee Byung-Churl founded Samsung as a grocery business on March 1, 1938. Call launched his company in Taegu, Korea, by trading modest items created locally and sending them overseas to China. Chill grew his company just after Korean War as well as started producing cotton, subsequently becoming Korea's 4th largest factory. Churl's goal was to assist the economy rebound first from the fight by focusing largely mostly on the industrialization sector, which gained him with his firm support from either the Korean leadership (Chang, Zhang and Xiong, 2019).

Samsung became able to develop and begin producing textile crude ingredients until the 1970s, rendering the company one of the sector's most competitive rivals. Moreover, throughout the same period, Samsung became capable of establishing new industries such as shipbuilder, chemical, biochemical, and Samsung Depending On particular, several which helped Samsung begin to expand in a potential manner (Chang, Zhang and Xiong, 2019). In approximately the same period, Samsung joined the smartphone market, commencing with both the manufacture produced black and white screens, which signaled the initiation of something like the project-based organization of home appliances and importing them to these other republics all over the globe. By the early 1980s, Samsung's high-end design had grown massively and rapidly. Electronics and transistors divisions were developed, in addition to an aeronautical division. Also, the company desirable to generate a framework to help in its progress, something

Samsung did to emerge as the leading supplier of information technology solutions Later, the business formed its study and development institution, and this was liable for significant advances across a wide range of industries. Such sectors include devices, chemicals, chips, regenerative medicine, telephony, nanotechnology, as well as aircraft. Mostly in the 1990s, the firm increased the superiority of its goods and commenced manufacturing computer displays and LCD panels, driving it into the top five worldwide corporations (Moore, 2019).

Future in the 2000s, Samsung started making the Galaxy handset sequences, which went into becoming the corporation's greatest brand as well as the world's best-selling smartphones. The company then increased its cell line and included PCs and smartphones, gradually will become the world's biggest maker of monitors of all shapes, and sizes, with the application (Moore, 2019).

2. Entry Strategies in Brazil

After dominating South Korean sales in the 1980s, Samsung already exported the bulk of its products, including TVs, radios, and even semiconductors. However, the company's objectives went well beyond the Asian market. Samsung began operating in other countries, starting in Europe and the Americas. Previously a subsidiary of Samsung Electronics, the production of semiconductors will grow quickly during this period and finally become independent. The new semiconductor section of the company has the first DRAM chip ready (Lee, 2021). At the time, he had 64K, which was remarkable since it could store as much information as a single newspaper page. With the official entry of the company into Brazil, the construction of its first research centres, and the beginning of studies in the petrochemical, chemical, technical, telecommunications, and even genetics disciplines, 1987 was a year that was full of both good and bad news for Samsung (Lee, 2021).

The SH-100, which was also the first mobile phone developed and manufactured in South Korea, marked the company's entry into the telecommunications industry back in 1988. Rumor has it that the Motorola mobile phones served as the only inspiration for the SH-100. Samsung engineers would have bought rival items, examined how they functioned, and then developed their own version. In 1990, Samsung Electronics was the company's most admirable division by a wide margin (Lee, 2021). Only this industry gained popularity outside of Korea, and it also had very promising future possibilities. Not that the other companies weren't successful—they were—but Samsung Electronics was the one that spoke out the loudest.

Apple's lawsuit started in 2011, even if it wasn't concluded until 2012. At the time, the iPhone and its iOS software shared many capabilities with the Galaxy SII and other Samsung smartphones. The Korean woman emphasised, however, that inspiration, not imitation, as her rival asserted, was the key (Pereira Brites and Coelho Jaeger, 2019). Samsung didn't want to be accused of plagiarism any longer, whether there was any or not. In 2012, the whole Galaxy line had a makeover with new TouchWiz software, more rounded edges, and colours other than simply black or white. The Galaxy SIII was "built for people," according to the marketing for the device. Brazilian consumers are most likely to recall Samsung, the second-highest profitable technology company in the world and the sixth-most valued brand overall. The company's two main product categories in this market are TVs and cell phones.

Information from the company and the GFK indicates that over the last two years, its share of all smartphone sales has only been on average 50% (Pereira Brites and Coelho Jaeger, 2019). In other words, Samsung makes one out of every two smartphones sold in the country. For more than 10 years, the company has dominated Brazilian TV sector sales. The promotion of the 4K resolution is the current problem for the company's TVs in this area. The company has been successful in this endeavor, especially when you take into account the wide range of UHD displays it provides, from entry-level to luxury models.

The target markets

Individuals between the ages of 15 and 45 who are interested in the most contemporary innovation directions constitute Samsung's primary target market. Their style of life is unfair by the widespread use of TV and digital communications, and they have predominantly involved in local TV programs, as well as celebrities and their upbeat ways of living (Moore, 2019).



Figure 1: Functions of management

Source: (Lee, 2021)

2.1 Samsung's Planning

During the planning process, the government establishes a shared objective and creates a list of actions to complete. Management may consider alternative techniques to accomplish the goals during the design stage before choosing on the optimum one. The administration will perform a detailed evaluation of something like the organization's strategy (Lee, 2021), vision, and distribution of resources to accomplish the objectives while strategy. In most businesses, the top administration is in charge of strategy implementation, which includes setting the organizations goals. Higher leadership will assess the threats that the entity may experience, consider the company's capabilities and disadvantages, and thereafter develop a strategy for

the finest way to succeed in such an industry, which determination most likely be just a long-term blueprint (Lee, 2021).

The crucial preparation plus detailed stage is considered one of the most important phases at Samsung since it draws more attention towards the most successful methods to achieve the organization's main aim Samsung took on this appearance in footings of emergent a popular creation that container contend well in the worldwide marketplace. Because Samsung has become one of the most important businesses in the microchip technology industry (Lee, 2021), it has remained focusing on the quickest actual approaches to accomplish great consequences. As of right now, advancements and innovations are being created and worked on at an alarming rate, necessitating an actual thought mostly on the manufacturing procedure of products to create them greater in manufacture and capabilities than have the capacity to contending in the international economy effectively. Samsung's Research and Development (R&D) business employments a diversity of methods and measures that rely on the shifting needs of customers from one end of the world to the other. Many factors influence the methodology of organizations, such as the business, clients, interest, performance, astounding opportunities, and more. Looking for entry point in the worldwide market necessitates serious thought and analysis. Samsung's knowledge through years facilitated it for them to establish the best business strategy, which enabled them are becoming the #1 device firm overall, greatly above anyone's expectation (Pereira Brites and Coelho Jaeger, 2019).

2.2 Organizing

Besides the advancement of authority via the areas calibrated and constructed so that everyone can be associated together and collaborate to achieve the aims supported by the top management, organizations want a formal and transparent architecture of ability. Samsung's construction represents the corporation's rapid evolution from a unimportant trading firm to a global enterprise that develops and produces innovative inventions. The organization

incorporates multiple activities making the management for various company sectors and disciplines with the presence of its powerful design in a broad range of jobs (Pereira Brites and Coelho Jaeger, 2019). Successful market penetration and enhancement operations are taking place as a result of the organization 's design, which also offers it an advantage in market competition.

2.3 Leading

Leading is associated with influencing workers' behavior and convincing them to achieve the organization's goals. Rather than duties, leadership entails managing others, such as groups, assemblages, and perhaps even individuals. Despite the notion that leaders can cooperate with people in something like a cluster by supplying them with plans and directing them, fruitful leaders are also great trailblazers who interact with the system with his\her workers by using their communications skills to try to convince, move, but instead urge classmates to put forward the solid hard work and exertion on about their aptitudes (Pereira Brites and Coelho Jaeger, 2019). Supervisors may create a good work environment by dividing the seconds when employees need comfort or condolence and using positive support to provide a medal or recognize employees who have carried out their obligations constructively. In Samsung, the administration and venture group made a step forward by hiring new specialties and supervisors with extensive experience in producing, allowing the company to begin developing its own inventive products. The organization uses what is known as a significance foundation, which entails participants feeling increasingly open to express and convey their intentions to assist the group to achieve its goals, for the purpose of being reimbursed. Importantly, this decision allowed Samsung to better its engagement with its colleagues and provide a powerful opportunity for them to enjoy complete transparency and be encouraged to express their individuality (Plonski, Pavani and Pires, 2021).

2.4 Controlling

Controlling has emerged as the most common approach to carrying out strategies and altering policies to guarantee that perhaps the foundation's objectives are realized. At this stage, managers manage tasks such as preparing staff and supervising cutoff periods. Supervisors screen laborers and decide the type of their employment. Chiefs also undertake executing reviews to offer participants relevant feedback regarding their demonstrations as well as constructive input on what they did well and what that will require to improve on further in order to proceed to the next level. Employers might also provide more pay to high-performing employees (Plonski, Pavani and Pires, 2021).

3. Market analysis

3.1 The whole withdrawal of Note 7

On September 2, 2016, Samsung postponed rummage sale of the Galaxy Note 7 that after the device planning 9 group discovered a fault in the product that power source the Li-Ion packs to detonate. This required Samsung to conduct a total of 2.5 million Note 7 handset reviews from coast to coast. Following the meal of the phones, a customer was emptying food outside from his vehicle with his spotless Note 7 which was outside the vehicle when he saw it on fire. After investigative the source of the fire, it was exposed that the lithium of the brand-new Note 7 had loosened up and exploded (Plonski, Pavani and Pires, 2021).

Fourteen days that followed the phone's release, the Food Product Warning Administration Bureau in the United States proclaimed an examination of all Galaxy note handsets in the United States where Galaxy was required to update the battery absconded with backup batteries from just a diverse contractor, but that didn't answer their unruly. On October 6, 2016, a Note 7 cellphone battery blew into its proprietor's pockets, consuming his clothing while he took it away from the wallet or purse and tossed it to the soil on a journey (Plonski, Pavani and Pires, 2021). Following all of the allegations of property damages, overheating phones, and

detonating phones, Samsung finally decided to halt manufacturing of the Note 7 cell phone, and proclaimed a final review, exchange, and markdown program on October 13, 2016. Following Samsung's decision to evaluate the 2.5 million Galaxy note handsets, the organization disseminated the statement on its website, urging that customers contact the point of acquisitions or approach customers at a call midpoint to obtain a phone standby. The framework likewise distributed the notice throughout all of its internet entertainment platforms, in addition to delivering an update here to dynamism cellphones to settle with the power execution and maintain something from warming until it was replaced (Plonski, Pavani and Pires, 2021).

Subsequent Samsung's conclusion to evaluate the 2.5 million Note 7 phones, the organization disseminated the statement on its website, urging that customers communication the point of acquisitions or contact customers on their call epicenter to obtain a phone replacement. The association distributed the notice all of its interactive entertainment stages, in addition to delivering an update to that same dynamic cellphones to deal also with power execution and maintain it from melting until it was substituted. Customers and fans of the corporation despised Samsung for its inadequate response to the problem, as well as for enabling it to exist in the first place by neglecting safety and quality criteria and hurrying to get the thing out for operation, which had substantially endangered people's careers (Ok and Kim, 2019). Following the assessment of the latest models, Samsung advised all Note 7 users to turn off their phones as well as contacting retail shops for a reduction. The decision to cease Note 7 research was estimated to cost the new galaxy \$6.2 billion. Passenger and B. Green (2017) The company's stock price had dropped and that was before the declaration that production of the Note 7 will be halted, culminating in the company's worst drop since around 2008. Aside from the financial loss, Samsung experienced a number of additional losses, including public trust in their goods, media reporting of the occurrence, and supplementary organisations taking the risk of convincing Samsung's clients to adjustment to their goods. Second, signs declaring that the

Note 7 phones are not approved in any public conveyance, hotels, or airdromes were hung and distributed across the city, which was more more harmful to the organisation because it encouraged consumers to avoid their products (Ok and Kim, 2019).

3.2 The washing machine withdrawal

Soon after the Note 7 incident, Samsung phones the US item defense controller announced the review of a total of 2.8 million washing washers. According to the national institute of health, the affected clothing equipment from Samsung's greatest driving vehicles may have the possibility of internal parts separating from the spine of something like the clothes dryer while being utilized, which might create wounds (Ok and Kim, 2019). That is what the business stated, and the explanation for this difficulty power be that the consumers use the machines in a quick rotating cycle for hefty stuffs like sheets. According to the US Regulatory Authority, Samsung received 733 reports about the problem of machines experiencing substantial and unusual vibration, which might occasionally force the console's highest to disconnect. In addition, nine wound complaints were noted, including a shattered jaw and an injured shoulder. Furthermore, Samsung has given consumers the option of having the appliance repaired at their birthplaces by raising the maximum height of the appliance or receiving a refund receipt to purchase alternative Samsung clothes washer. The organization restricted its offer to customers who had bought reviewed equipment (Rim, Kim and Dong, 2019).

A similar scenario befallen in Australia when 144 thousand of Samsung clothes apparatuses were assessed for the possibility of producing fire. Clients felt concerned about the explanation supplied by Samsung, which stood to restoration the systems; however, what all the clients were concerned about was that the repair technique was wasteful and unproductive since it entailed casing a few interconnections with plastic bags.

4. Suggestions

The procurement of this other item is a critical cycle in a company. There are assurance requirements, and things must be met at all levels. In the field of innovation, quality control is significantly more crucial than in other industries. Firms that specialize in innovation are always looking to develop a whole new product or a better and more advanced version of an existing one. As a result, they may incur different risks than typical operations. To achieve the time constraint, the plan bunch is frequently overruled. This is because, in a competitive market, whoever thinks of only one item first will just be ahead of the rest (Rim, Kim and Dong, 2019). When an organisation hires innovative and astute creators to create new items, those who should listen to them must ensure that the management of the element product life procedure is not ignored or overlooked because someone in a higher position is pressuring the item's arrival earlier than it is prepared. The developers were instructed to finish the growing interactions of the charges of something like the Note 7 technologies and the clothing washer elements by completing the obtain of something like the items ahead. Also, the assembly system would always be a portion of the acquirement process to guarantee that any apprehensions us about items are voiced and lectured previously the object completes the production line and is sent to customers (Rim, Kim and Dong, 2019).

Pros and cons

The standard office is a crucial component of the manufacture development since it is in charge of guaranteeing that the products are market-ready and meet all security norms and regulations after testing and distribution to consumers. Furthermore, an investigation should have already been conducted within Samsung's ductility department to determine why consumers did not mention the software problem related to the Note 7, or the option of water activity that get on through circuit boards of some of the dress washers, or indeed the heavy vibration on various types before sending the things to the business, were sent the things to the business (Kim and Cho, 2018). Another of the usual parts of value and security for firms is to select irregular

instances of item sets to guarantee that the things fulfill all of the wellness as well as process improvement. As it turned out, the standards group inside Samsung was possibly pushed by higher management to advertising the products to the public before they were ready. To do this, the organization should wait for said QC group's approval of the goods before initiating production and delivery (Kim and Cho, 2018).

Furthermore, in the case of Note 7, the organization has s actually their panels to merely another manufacturing site. Furthermore, it is an unwise decision to delegate the bulk of the construction of such a substantial component to a specific source, however, if nothing goes mistaken, the impression on the corporation will be severe be far bigger compared to if they had supervised many production lines. In order to do so, the organization should have worked with many battery manufacturers rather than just one (Kim and Cho, 2018).

4.1 Host country's demand

Samsung is a topic of satisfaction for the residents of South Korea, in addition to being a significant contributor to the country's GDP. Samsung controls more than 85% of the computer market in its own nation. In this country's home market, Samsung has evolved into a one-stop shop for its clients. Hora has decided to leave the firm. In the world of technology, Samsung is hitting new altitudes. In Korea, Samsung has established the world's largest first PS-LVA network. It is possible to obtain speeds of up to 3 Gbps. People want this type of experience resulting is the reason Samsung is popular in its marketplace (N, 2021).

4.2 South Korean business hazards

Inside this domestic economy, Samsung faces stiff competition against Apple and LG. LG controls around 17% of something like the smartphone industry, whereas Apple's 13-series Mobile has enhanced Apple's dominance in Korea. Samsung has a sales volume of roughly 85% in the consumer market, but 65.21% there in the mobile phone sector. With a market share of 27.73%, Apple is attempting to grow its firm. Whereas Samsung and LG compete in the

whole electronics industry, LG is practically away from the contest in the mobile phone sector, which is dominated by Samsung and Apple. The battle is anticipated to heat up within the next few days (N, 2021).

5. Goals of Samsung

5.1 Long term goals

Suppliers' bargaining power

Although mobile computer systems are distinct, the mobile industry includes both hardware and software vendors. Because of the huge number of electronics manufacturers, goods suppliers typically have little bargaining leverage. Because Smartphone has access to more affordable goods and equipment than virtually the entirety of its adversaries, Samsung Phones' early success was primarily because of the development of handsets with strong profit margins. Samsung is free to cooperate with whatever industry partner it chooses. Considering there are only so many of competitors, software manufacturers, such as Microsoft, may very well have significant bargaining leverage. When bargaining with monopolies, the company would be placed at a premium (Omer, 2019).

Customer bargaining power

Buyers there in mobile businesses have several purchase alternatives, which gives them considerable bargaining power. Samsung really does have a highly aggressive sales model as well as invests a lot of dollars in the advertisement to reach out to various market groups. Given the severe competition in the mobile industry, clients are price sensitive, and whenever the cost of a particular product escalates, they will rapidly move to another choice. Customer satisfaction, on the opposite side, can assist the corporation in more successfully negotiating. Shoppers may very well be resistant to modifying their minds whether the cellular phone exhibits high reputation and impeccable taste (Zulkapli, 2022).

Existing firm competition

There is still a lot stronger rivalry in the smartphone world. Apple and Samsung are claimed to hold a state monopoly on the mobile industry, with the two companies accounting for the vast bulk of shipments. To stay current with technological advances, a substantial amount of cash must be invested in R&D. Innovative goods and technology constitute the only method for distinguishing your company aside from the competitor. In the first quarter of 2016, Samsung apparently overtook Apple and became the world's biggest smartphone producer. Customers, on the other hand, think that the iPhone is more up-to-date and reliable. Data show that Samsung's share price fell by 2.3 percent between 2014 and 2019, whilst Apple's climbed by 34.9 percent (Zulkapli, 2022). Samsung's operating system Android is seen as weaker than Apple's iOS. Huawei's share rose 48.1 percent, although Xiamen's rose 29.4 percent.

5.2 Short-term Goals

New arrivals pose a threat

The entrance hurdle into the telecommunication market is low. Google has supplied a fully accessible answer in the form of Android. Chipmakers like Qualcomm have provided advanced turnkey architectures, which are fully marketed technologies. All of these advancements benefit advertising new, particularly those already in China. Stiff competition, on the contrary hand, should make it more challenging for businesses to sustain a significant advantage and expand market share. It is important to invest heavily in technology, which results in expensive costs that new companies can seldom pay (Zulkapli, 2022).

Threats posed by replacement products and services

A mobile phone's key responsibility has always been to make phone texts as well as calls. These activities may be completed with the help of the web and other apps. A desktop and even a pad might be used in place of a handset, but carrying them about would be problematic. In the near future, the laptop is projected to be phased out in place of cell phones. Despite the minimal

threat of something like a replacement, solutions may emerge as technology advances (Rahaman, 2020).

Samsung's Corporate Social Responsibility

The firm provides significant financial assistance to learners in society, particularly impoverished pupils. Apart from offering superior teaching facilities, the firm also organizes numerous awareness initiatives. Such rules help not just the kids but also the company's personnel. One of the Company's CSR operations focuses on employees developing skills (Mohamad Kamal, 2022). The whole HEALTH CARE industry has benefited greatly from such investments as new technologies, sewage, and clean drinking water. Furthermore, numerous public awareness initiatives focusing on general environmental and human safety improve society's overall health. This type of support also serves as a reaction to international calamities. Providing a bit of assistance to communities affected by natural catastrophes through many methods and restoration efforts, they endeavor to make human jobs safer (Rahaman, 2020).

Samsung is following a vision right now. Samsung is sending a tweet titled "Together for Tomorrow!" People can be enabled. Samsung is presently trying to promote education, including special jobs and education, as well as livelihood initiatives, especially for children's students, women, the same elderly, and individuals with a variety of qualifications. Samsung is also involved in a number of programs aimed at ensuring a green environment, ecological systems, protecting plants and animals' protection, animal welfare, tree planting, environmental protection, and soil, atmosphere, and groundwater. Historical language, art, and culture are being preserved, along with the rehabilitation of ancient buildings and artistic works, the construction of bookstores, and indeed the support and growth of traditional trades and industries. Training promotes rural sports, globally known sports, especially Tournaments, and thus the Olympic Games (Rahaman, 2020).

Conclusion

Looking at the whole picture, Samsung is a massive and powerful domain that spans several industries. To cope with the diverse sections of the business, such a large organization should have a wonderful system and board design. Samsung having made it a point to develop new goods and seek out new prospects. That has given it an advantage over competitors in the most common goal of releasing new ideas earlier than anyone else, and it also makes complete sense of the genuineness of Samsung's products on the outlook for new. In contrast to rivals that focus on creating items on pre-existing concepts, the business knows that time is money and uses it to produce the first thing in a long time. This has earned Samsung the clients' confidence, and they now expect revolutionary technology from Samsung and eagerly await their new products. Regardless, as with other organizations, barriers and challenges are inescapable, and each organization must have a strategy for dealing with them. Samsung has several instances of returned merchandise that were deemed hazardous for the patrons who received them. The explanation of such an incident might be a multitude of circumstances, namely the assembly line being overturned in order to bring the item reach marketing with maybe some time to waste, or the item's wellness and quality office concerns being overlooked.

Reference

Chang, V., Zhang, W. and Xiong, C. (2019). *The Strategic View and Development of Corporate Social Responsibility: The Case Study of Samsung*. [online] International Journal of Strategic Decision Sciences (IJSDS).

Moore, S.K. (2019). Another step toward the end of Moore's law: Samsung and TSMC move to 5-nanometer manufacturing - [News]. *IEEE Spectrum*, [online] 56(6), pp.9–10. doi:10.1109/MSPEC.2019.8727133.

Lee, S.H.Y. (2021). The internationalization of South Korea MNC to Brazil. *bibliotecadigital.fgv.br*. [online] Available at: <https://bibliotecadigital.fgv.br/dspace/handle/10438/30234> [Accessed 1 Dec. 2022].

Pereira Brites, P.V. and Coelho Jaeger, B. (2019). POR TRÁS DO MITO DA BURGUESIA NACIONAL: UMA ANÁLISE COMPARATIVA DO ESTADO DESENVOLVIMENTISTA NO BRASIL E NA COREIA DO SUL. *AUSTRAL: Brazilian Journal of Strategy & International Relations*, 8(16). doi:10.22456/2238-6912.87159.

Plonski, G.A., Pavani, C. and Pires, S.O. (2021). The development and practice of incubation mechanisms in Brazil. *Handbook of Research on Business and Technology Incubation and Acceleration*, [online] pp.316–334. Available at: <https://www.elgaronline.com/abstract/edcoll/9781788974776/9781788974776.00027.xml> [Accessed 1 Dec. 2022].

Ok, Y. and Kim, J. (2019). Which Corporate Social Responsibility Performance Affects the Cost of Equity? Evidence from Korea. *Sustainability*, 11(10), p.2947. doi:10.3390/su11102947.

Rim, H., Kim, J. and Dong, C. (2019). A cross-national comparison of transparency signaling in corporate social responsibility reporting: The United States, South Korea, and China cases. *Corporate Social Responsibility and Environmental Management*. doi:10.1002/csr.1766.

Kim, H. and Cho, J.-S. (2018). Data governance framework for big data implementation with NPS Case Analysis in Korea. *www.jbrmr.com A Journal of the Academy of Business and Retail Management*, [online] 12. Available at: https://www.jbrmr.com/cdn/article_file/content_24232_18-04-20-02-28-48.pdf.

Dinh, T.Q. and Calabro, A., 2019. Asian family firms through corporate governance and institutions: A systematic review of the literature and agenda for future research. *International Journal of Management Reviews*, 21(1), pp.50-75.

Gerged, A.M., Albitar, K. and Al-Haddad, L., 2021. Corporate environmental disclosure and earnings management—The moderating role of corporate governance structures. *International Journal of Finance & Economics*.

Ajina, A., Lakhal, F. and Ayed, S., 2019. Does corporate social responsibility reduce earnings management? The moderating role of corporate governance and ownership. *Management international/International Management/Gestión Internacional*, 23(2), pp.45-55.

Ballester, L., González-Urteaga, A. and Martínez, B., 2020. The role of internal corporate governance mechanisms on default risk: A systematic review for different institutional settings. *Research in International Business and Finance*, 54, p.101293.

Shamout, M.D. and Elayan, M.B., 2020. A Comparative Analysis of Strategic Planning Practices in Gulf Cooperation Council Region: A Case Study of Huawei and Samsung Companies. *Journal of Talent Development and Excellence*, 12(1), pp.4891-4910.

N, G. (2021). STRATEGIC ANALYSIS OF XIAOMI IN RUSSIA: SWOT AND PEST ANALYSIS. *Norwegian Journal of Development of the International Science*, [online] (60-1), pp.10–17. Available at: <https://cyberleninka.ru/article/n/strategic-analysis-of-xiaomi-in-russia-swot-and-pest-analysis>.

Grover, M. and Khattar, K. (2019). *A PEST Analysis on the Impact of Make in India Program on Manufacturing Sector's Productivity*. [online] papers.ssrn.com. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3463342.

Wulff, E., Kee, D.M.H., Halttunen, E., Kara, H. and Pakarinen, N. (2019). An Analysis on How Samsung Can Improve Their Environmental Work by Adding New Ecological Transportation Method of Goods. *Asia Pacific Journal of Management and Education*, 2(3), pp.55–66. doi:10.32535/apjme.v2i3.628.

Omer, S. (2019). SWOT analysis implementation's significance on strategy planning Samsung mobile company as an example. *Journal of Process Management. New Technologies*, 7(1), pp.56–62. doi:10.5937/jouproman7-20167.

Zulkapli, A. (2022). *Technology Entrepreneurship Project (ENT 600) : Samsung Electronics Co., Ltd. / Azhani Zulkapli*. [online] ir.uitm.edu.my. Available at: <https://ir.uitm.edu.my/id/eprint/55261/>.

Rahaman, M.A. (2020). Strategic Brand Planning of Samsung Mobile. 103.109.52.4. [online] Available at: <http://103.109.52.4/handle/52243/1661>.

Mohamad Kamal, F.N. (2022). *Samsung / Farah Najihah Mohamad Kamal*. [online] ir.uitm.edu.my. Available at: <https://ir.uitm.edu.my/id/eprint/61186/> [Accessed 1 Dec. 2022].

Prabhu, S. and Prasad, K.K., 2019. Implementation of Artificial Intelligence in Samsung–A Case Study. *Recent Advantages in Technological Innovations in IT, Management, Education and Social Sciences*.

Shamout, M.D. and Elayan, M.B., 2020. A Comparative Analysis of Strategic Planning Practices in Gulf Cooperation Council Region: A Case Study of Huawei and Samsung Companies. *Journal of Talent Development and Excellence*, 12(1), pp.4891-4910.

Shamsudheen, B.R., 2022. «Functional approach to innovative management of enterprise in the context of sustainable development»(on materials of the Samsung and PepsiCo). Poltava. PUET. 2020. 94 p.

Wulff, E., Kee, D.M.H., Halttunen, E., Kara, H. and Pakarinen, N., 2019. An analysis on how Samsung can improve their environmental work by adding new ecological transportation method of goods. *Asia Pacific Journal of Management and Education (APJME)*, 2(3), pp.55-66.

