



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Samsung challenges, insights and impact to the modern technology

1

Digital Skills and Research Methods (BMSW4003)

Lecturer's name: Ejiro Esowode

Names	Student ID	Pages
1. Rodica Ghenita	(2022003)	3 - 5
2. Giuseppe Mannino	(2023961)	6 - 11
3. Ionut Ciprian Spataru	(2020125)	12 - 16
4. Dan Prisecaru	(2020834)	17 - 20
5. Dragos Alexandru Pata	(2023293)	21 - 24

Background of the organization

- **Establishment:** Samsung was established on March 1, 1938.
- **Location:** 40th floor Samsung Electronics Building, 11, Seocho-daero 74-gil, Seocho District, Seoul, South Korea.
- **Origin:** Samsung is a South Korean multinational company.
- **Founder:** It was founded by Lee Byung-Chull.
- **Company Type:** It is a multinational company.
- **Company Size:** over 287,000 employees.
- **Brand value:** 102.62n USD.



► **Products:** consumer electronics, electronic components, medical equipment, semiconductors, solid state drives, DRAM, flash memory, ships, telecommunications equipment, home appliances, Clothing, automotive, chemicals.

► **Services:** information and communications technology, medical and health care services, retail, shipbuilding, semiconductor foundry, Advertising, construction, entertainment, financial services, hospitality.



- **Service area:** 74 countries all over the world.
- **Global revenue of Samsung:** 200.6bn USD.

Subsidiary companies:

- Samsung Electronics
- Samsung Engineering
- Samsung C&T Corporation
- Samsung Heavy Industries
- Samsung SDS
- Samsung Life Insurance
- Samsung Fire & Marine Insurance
- Samsung Biologics.



Figure 1. Source www.laptopbattery.co.uk

Challenges before of the introduction of the
modern technology



Figure 2. Source www.logolynx.com

- Born on 1983
- Named SPC-1000A

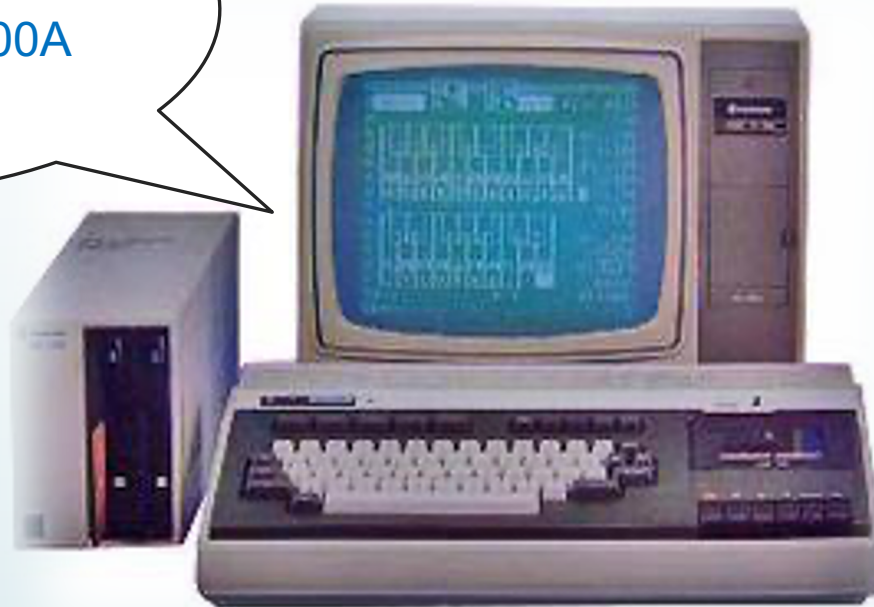
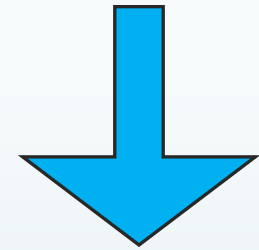


Figure 1. Samsung SPC-1000A Source www.sutori.com

Which was one of the first issue
of the Samsung Company?



- Computer wasn't easy to be transported due to the size.
- Make PC comfortable and easier to transport.



Figure 4. Source www.freepik.com

Thanks to modern technology it is now possible to see people using their laptops wherever they are.

GLOBAL MARKET



Figure 5. Source www.pbjmarketing.com

Samsung PC's Extraordinary Growth Rate in Sales

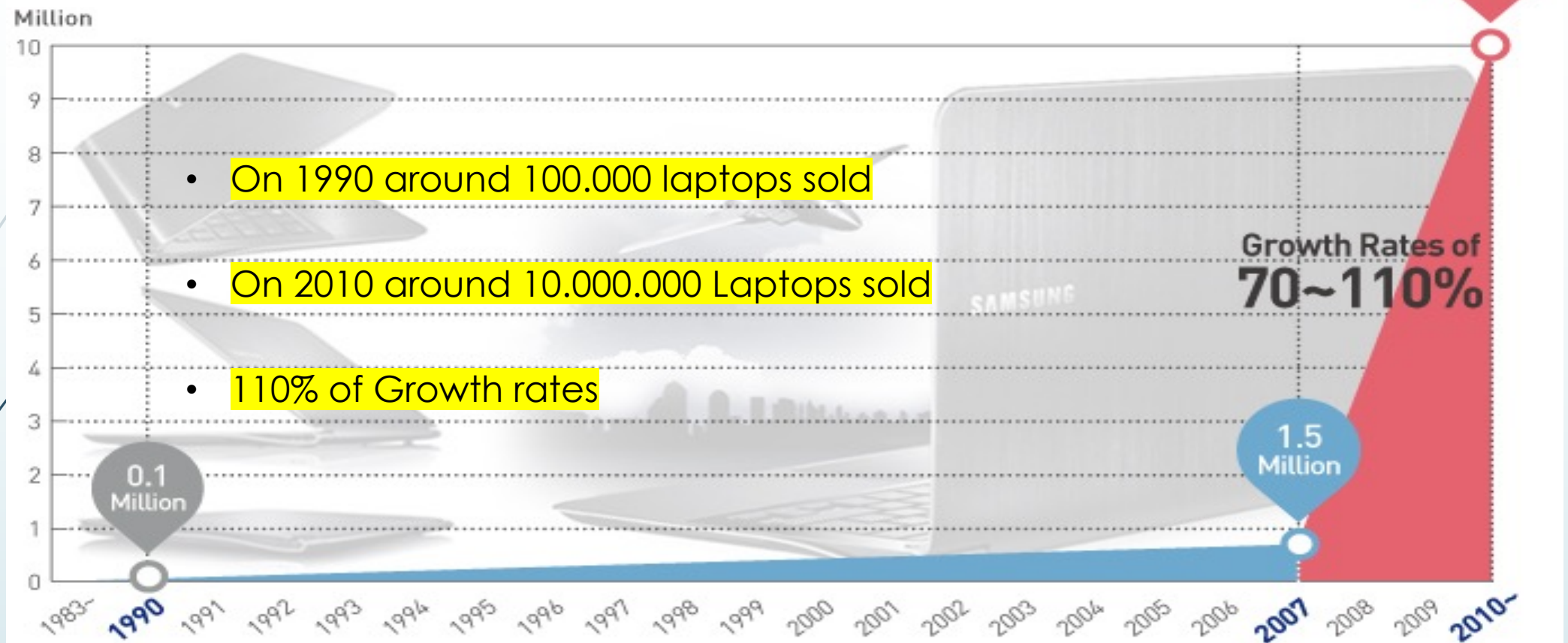


Figure 6. Source www.news.samsung.com

Introduction

Business organization use modern technology to protect data, maintain remote communication, confidential executive decisions and taking other advantages for ensuing high performance in the competitive marketplace (drnevich&croson2013).

Insights to modern technology introduced



- In business, technology indicates different tools and equipment, which help any business organization to run business procedure in the marketplace.
- Modern technology play positive role to both business organization and customers in the marketplace.

Technology helps improving communication

- The organizational success of any business organization verily relay on an effective communication among employees and customers in the marketplace.
- Effective communication among employees also ensure smooth operations and also can handle different unpredictable situation as well as.

Technology improves efficiency

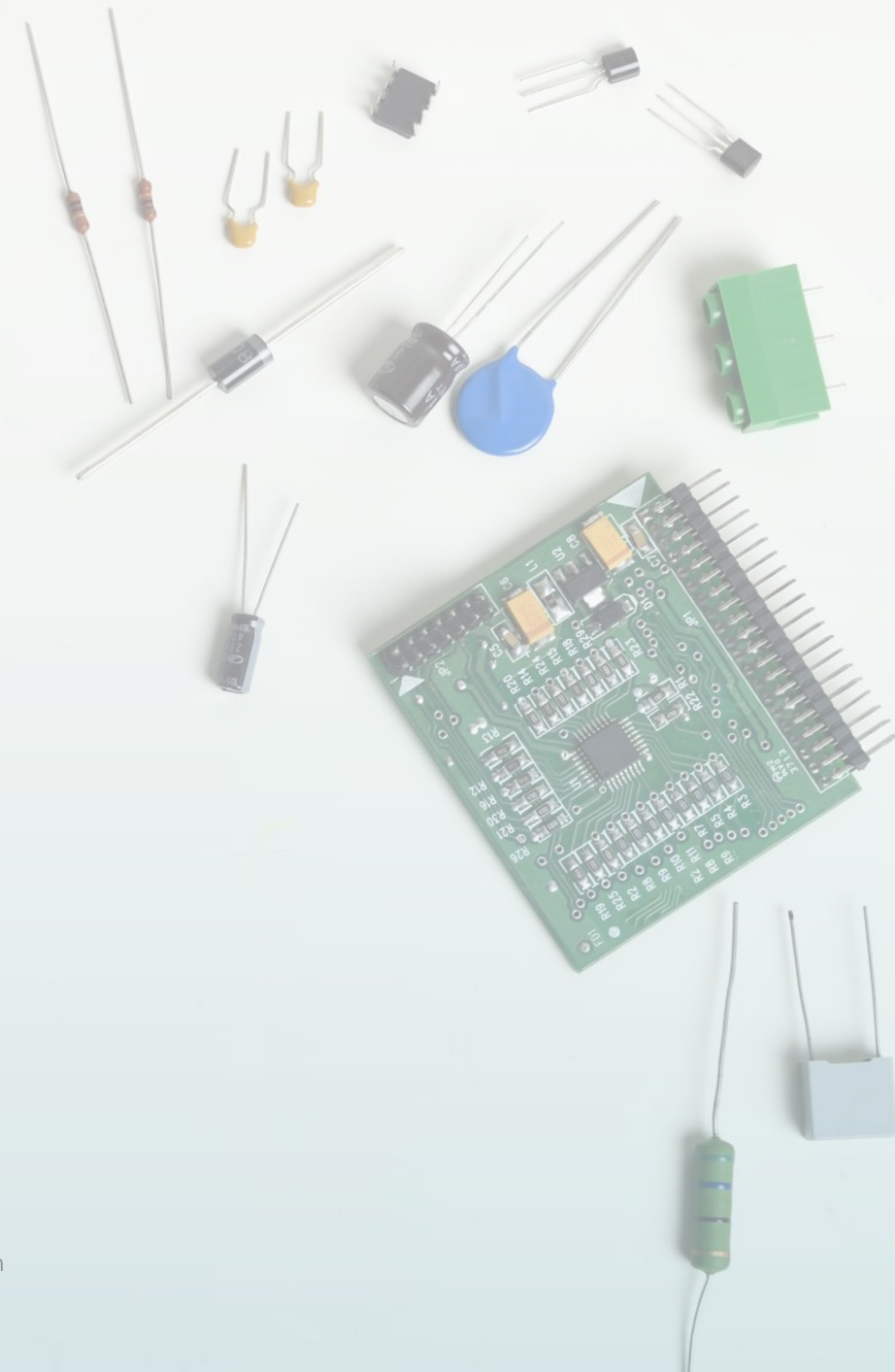
- In modern business place, technology increase the efficiency of different business organization in the marketplace.
- The implementation of different modern technology in business also save money and effort involved productivity and reduce human labor in the workplace.

Technology increase employee engagement

- ▶ Technology as well as ensure better employee engagement to the workplace for providing better service to achieve organizational goals and objectives.
- ▶ Technology also decrease the level of stress in the workplace.



- Every business organization use various types of modern like-computers, software, networking, telephone system and accounting system and computers aid manufacture system for operating business activity in the marketplace (boyce&ville2017).



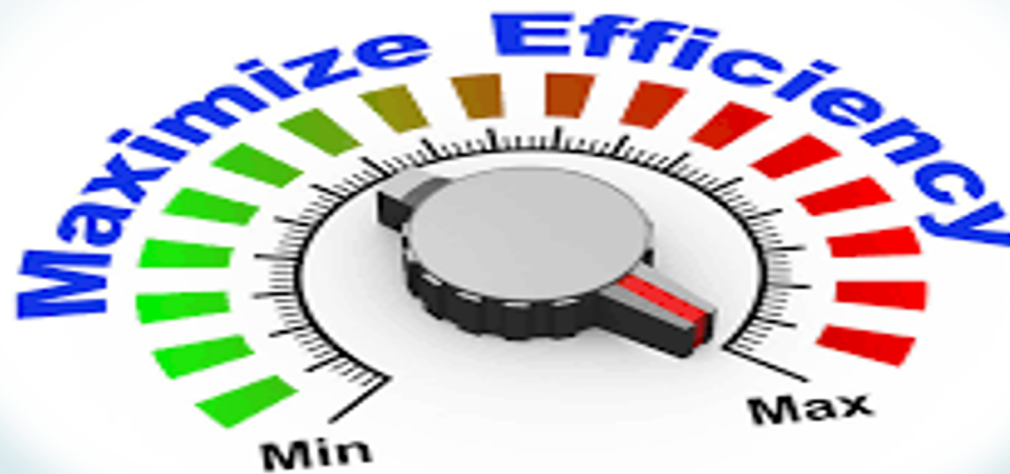
The impact of the new technology introduced in Samsung:



- Basically, any organization like Samsung must have their definite business goals that to be obtained within a definite period of time. As a consequence, it is not possible to achieve by using the conventional technological methods. It is because, the market is really competitive and thus it is not possible if contemporary methods are not used to enhance the productivity of the organization as a whole.
- There are myriad of impacts on the workplace productivity, on the employees as well as accomplishing of activities as well. In the following segment those will be illustrated respectively.

- Introduction of fluid workplaces: During 20th century workplaces were considered as very static and mostly physical. In order to conduct their organizational activities they had to be present on their respective organization.
- Enhancement of communication facilities through technology: For any company like Samsung maintains proper communication within the workplace is a vital factor.

- Improvement of efficiency: Actually new technologies and tools are initiated in any company so that by the help of those the efficiency and productivity of the existing employees can be enhanced.
- Ensuring privacy and protection of potential organizational information: In the organizational level by the introduction of modern technology in Samsung now it is more secured for the company to protect their potential information.



- Business collaboration: with the help of modern technological equipments it is possible to maintain business collaboration with different companies in the market as well. In order to collaborate with others the communication process must be well developed.



- **Lessons drawn from the case study:** In this segment after the in depth analysis and illustration of the background, challenges, insights and impact of the modern technologies that are introduced in Samsung relevant lessons will be explored respectively.
- Lessons have been drawn from various aspects. Here those aspects are discussed.
- **Addressing the need for the initiation of modern technologies:** At the very beginning the conventional method was used in the workplace.

- Right personnel should be engaged while dealing with the modern technologies:
Generally, there are number of employees engaged in the operational activities of Samsung. However, while initiating technologies there are some delicate matters in maintaining technological tools and equipment.



Conclusion

- To put it in a nutshell lastly it can be said that, in order to enhance the performance, efficiency and employability of the organization at first the identification of the necessities of modern technologies will have to be set. Then, insights of the modern technologies will have to be analyzed so that after the initiation of those technologies better performance can be rendered. In this way, by analyzing the impact of introducing modern technologies organization like Samsung can attain competitive edge in the market by achieving their organizational goals.

References List

- Samsung, 2021. Samsung. [online] Samsung global. Available at: <<https://www.samsung.com/global/common/samsung/>> [Accessed 10 April 2021].
- Lee, C., Kang, S.K., Kim, H. and Kim, I., 2019. Background and Activities of the Samsung Ombudsperson Commission in Korea. *Journal of Preventive Medicine and Public Health*, 52(4), p.265.
- Baang, S., Kim, K., Kim, Y., Park, H., Kim, S., Wang, Q., Alexeev, M.P., Anashkin, O.P., Ivanov, D.P., Keilin, V.E. and Kovalev, I.A., 2001. The background magnets of the Samsung superconductor test facility (SSTF). *IEEE transactions on applied superconductivity*, 11(1), pp.2082-2085.
- Abraham Pai, 2011. *You're How Old?! Samsung PCs Modern History*. [Online] Available at: <https://news.samsung.com/global/youre-how-old-samsung-pcs-modern-history> [Accessed 02 04 2021].
- Lee Mincheol, 2020. *Samsung Begins New Era of Computing with Galaxy Book Line-up*. [Online] Available at: <https://news.samsung.com/global/editorial-samsung-begins-new-era-of-computing-with-galaxy-book-line-up> [Accessed 01 04 2021].
- Taeon Kweon, 2021. *History of Samsung Computer*. [Online] Available at: <https://www.sutori.com/story/history-of-samsung-computer--pr9MQZEgigLzHqztJrqZxNFr> [Accessed 01 04 2021].
- Andriole, S., 2018. *Best practices in business technology management*. Boca Raton: CRC Press.
- Avacor | different by design. 2021. *How Does Technology Impact the Workplace?* | Avacor. [online] Available at: <<https://www.avacor.com/fr/blog/how-does-technology-impact-the-workplace/>> [Accessed 9 April 2021].
- Samsung us. 2021. *Mobile | TV | Home Electronics | Home Appliances | Samsung US*. [online] Available at: <<https://www.samsung.com/us/>> [Accessed 9 April 2021].
- Szewczak, E., Snodgrass, C. and Khosrow-Pour, M., 2015. *Management impacts of information technology*. Harrisburg, Pa., U.S.A.: Idea Group Pub.