



JACK BOEPPLE

KEL738

Samsung Electronics: Analyzing Qualitative Complaint Data

We must understand variation.

—W. Edwards Deming

April 3, 2012, found Samsung Electronics quality director Kevin Sarni wondering what he could do to stop the flow of bad news coming to his department. Over the past few weeks the company had experienced a series of quality-related problems; the recall of one of its LCD TV models was the most recent setback. To Sarni it was clear there was no single root cause behind these problems: Samsung's supply chain management, product design, and testing/quality assurance functions all played a role.

At a meeting the previous week Sarni had been shown comments about Samsung products posted on the website ConsumerAffairs.com (see Exhibit I). Although he was familiar with Samsung's customer complaint database, he was surprised at the number of—and emotion behind—the website postings. Although he had the means to influence corrective action for internal problems, Sarni felt powerless to address this public perception of Samsung's products, which he worried might touch off a social media-fueled public relations firestorm that would make his job more difficult.

He wanted to analyze this qualitative feedback, but Sarni's experience was limited to quantitative manufacturing data. An internal Six Sigma Black Belt consultant suggested he start by creating an affinity diagram and use that to create a Pareto diagram to determine which issues to address first.

Sarni realized he would be leaving his comfort zone: engineering analyses were typically black-and-white and focused on data, but the feedback from ConsumerAffairs.com was full of emotion and conjecture with few verifiable facts. He took a stack of Post-it notes from his desk drawer and began creating his first affinity diagram.

Samsung Electronics

Samsung Electronics was a subsidiary of the Samsung Group and had been the world's largest technology company by revenues since 2009. Headquartered in South Korea, Samsung Electronics employed approximately 221,000 people and had assembly plants and sales networks in 61 countries.

Samsung Electronics Case Study Harvard

Brian Sheehan



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Strategic Management Jeffrey H. Dyer, Paul C. Godfrey, Robert J. Jensen, David J. Bryce, 2020-01-29 Strategic Management delivers an insightful clear concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world Written in a conversational Harvard Business Review style this product sparks ideas fuels creative thinking and discussion while engaging students via contemporary examples innovative whiteboard animations for each chapter outstanding author produced cases unique Strategy Tool Applications with accompanying animations and Career Readiness applications through author videos **Tiger Management** Martin Hemmert, 2012-10-02

Throughout the last several decades Korean companies have entered the world markets in a wide range of manufacturing industries with great success How did they achieve this exceptional performance This book uncovers the secret of their performance through a comprehensive analysis of the Korean management system It explains to an international audience how it has developed why it works so well and what non Koreans can learn from it The book analyzes the management of Korean firms from three different perspectives First a historical perspective is applied by showing how Tiger Management has emerged and how it has been continuously advanced over the last 50 years The breathtaking stories of how Korean companies seemingly coming from nowhere have challenged their Western and Japanese competitors on the world markets are told Second the cornerstones of Tiger Management are analyzed from a functional viewpoint showing that the success of Korean companies rests on a smart combination of business strategy leadership and human resource management practices Finally the present and future of Tiger Management is discussed by showing how Korean companies have adapted to changes in their business environment at home and abroad and what non Korean companies can learn from their Korean rivals The book gives an up to date analysis of Korean management practices from a global perspective It identifies the success factors of Korean companies long term aggressive and persisting business planning speed flexibility strong leadership strong teamwork and high investment into human skills and capabilities It illustrates how these management practices complement each other and provides non Korean companies with signposts how they can adopt them

Return on Strategy Michael Moesgaard, Morten Froholdt, Flemming Poufelt, 2009-12-04 Why is it that many companies meticulously following recipes on management and strategy fail Did Google Skype Ryanair Huawei and a number of other successful companies buy into a well thought out strategy and adhered to that over time How do companies deliberately opting out of the recipe game and opting into the out of the box thinking fare In short why is it that some companies achieve a higher Return on Strategy than others Whereas Return on Investment RoI has attracted increased attention over the last couple of decades little if any attention is being paid to whether companies do at all achieve Return on Strategy RoS and how This book provides an overview of contemporary strategy literature and recipes brushed up with a view to identifying explanations as to how recipes has seldom worked as intended One out of several reasons rests on the fact that recipes do

not take the so called X factor into account With the X factor as the starting point the book examines a sample of 50 global companies of which some has achieved a remarkable high Return on Strategy and others failed The 50 companies covers most continents as some are from the North America some are from the European continent and others are from different parts of the emerging Asian region threatening companies from the Western hemisphere The book explains the reason behind success and failures and provides practical tools as to how companies may increase their Return on Strategy In the toolbox you will find a framework on how to increase the Return on Strategy as well a number of dynamic positioning tools road maps and bearing points Invariably more and more companies including consultants business leaders and MBAs now work diligently in order to increase their Return on Strategy and the best of them are here to stay successfully are you

Samsung Electronics Jordan Siegel, James Jinho Chang, 2005 The Evolution of Tiger Management Martin Hemmert, 2017-10-19 Throughout the last several decades Korean companies have become strong global competitors in a wide range of manufacturing industries How did they achieve this exceptional performance The Evolution of Tiger Management uncovers the secret of their success through a comprehensive analysis of Korean style management It explains how it has developed why it works so well what non Koreans can learn from it and what Korean companies need to do to stay competitive in the future This book is an extended and significantly updated new edition of Tiger Management Korean companies on world markets Routledge 2012 It tells the remarkable stories of how Korean firms seemingly coming from nowhere have successfully challenged their Western and Japanese competitors globally A new chapter highlights the rise of Korean venture firms and start ups Next the essence of Tiger Management is analyzed by showing that it consists of an effective combination of business strategy leadership and human resource management practices Finally the evolution and future of Tiger Management is discussed by showing how Korean companies have adapted to changes at home and abroad and how non Korean companies can adopt Tiger Management A new final chapter discusses the way forward for Korean companies **Global Enterprise Management, Volume II** A. Camillo, 2015-06-03 The ongoing progress of globalization has created a new need in multinational and international companies for managers who have the skills and competencies to be rotated anywhere in the world While most books addressing global management have focused on the practitioner experience theory or academic knowledge relevant to one region or country Global Enterprise Management unites all these approaches in a practical framework designed to provide students educators and practitioners with the skills to succeed in the global managerial landscape Inspired by his 35 years in international hospitality management Camillo brings together an interdisciplinary team to break down the challenges facing managers in global companies including supply chains business ventures technology accounting marketing and human resources A collection of real world case studies grounds theory in contemporary practice and directs the conversation toward the future Better, Simpler Strategy Felix Oberholzer-Gee, 2021-04-20 Named one of the best strategy books of 2021 by strategy business Get to better more effective

strategy In nearly every business segment and corner of the world economy the most successful companies dramatically outperform their rivals What is their secret In *Better Simpler Strategy* Harvard Business School professor Felix Oberholzer Gee shows how these companies achieve more by doing less At a time when rapid technological change and global competition conspire to upend traditional ways of doing business these companies pursue radically simplified strategies At a time when many managers struggle not to drown in vast seas of projects and initiatives these businesses follow simple rules that help them select the few ideas that truly make a difference *Better Simpler Strategy* provides readers with a simple tool the value stick which every organization can use to make its strategy more effective and easier to execute Based on proven financial mechanics the value stick helps executives decide where to focus their attention and how to deepen the competitive advantage of their business How does the value stick work It provides a way of measuring the two fundamental forces that lead to value creation and increased financial success the customer's willingness to pay and the employee's willingness to sell their services to the business Companies that win Oberholzer Gee shows create value for customers by raising their willingness to pay and they provide value for talent by lowering their willingness to sell The approach proven in practice is entirely data driven and uniquely suited to be cascaded throughout the organization With many useful visuals and examples across industries and geographies *Better Simpler Strategy* explains how these two key measures enable firms to gauge and improve their strategies and operations Based on the author's sought after strategy course this book is your must have guide for making better strategic decisions

Handbook of East Asian Entrepreneurship Tony Fu-Lai Yu, Ho-Don Yan, 2014-10-03 With the shift of the global economic gravity toward emerging economies and the roaring economic growth of the past three decades in China East Asian catching up growth strategies have profound implications for latecomer economies While there are many handbooks on entrepreneurship in general there is no reference on East Asian entrepreneurship This is the first of its kinds in the market The volume provides a useful reference for those who want to know East Asian entrepreneurship and business systems It also provides many excellent cases and illustrations on the growth of entrepreneurial firms and the rise of branded products in East Asia Policy makers or scholars who are interested in entrepreneurship small and medium sized enterprises Asian business systems international business innovation and technology management economic development strategic management and East Asian studies would benefit from this volume The volume contains two parts The first part is the key concepts associate with entrepreneurship and East Asian firm growth and transformation The second part presents cases of entrepreneurial firms and their founders in East Asia including Japan South Korea Taiwan Hong Kong and China With the handbook scholars students and policy makers can grab some basic ideas how entrepreneurs and firms in East Asia compete and survive in the world market and understand why and how East Asia economies can emerge as one of the most dynamic regions in the world Part I concepts relating to Entrepreneurship Guanxi Catching up strategies Types of entrepreneurship Business System Strategic Management

Leadership Part II cases cover variedly from manufacturing to services industries and specifically including traditional and newly corporations ranging from toys convenient stores fast fashion high tech to catering and service Written by experts in their respective areas Handbook of East Asia entrepreneurship is an excellent review of theories policies and empirical evidences on important topics in Entrepreneurship in East Asian economic development The book is both a superb teaching tool and a valuable handbook in development economics

The Quest for Global Dominance Anil K. Gupta, Vijay Govindarajan, Haiyan Wang, 2015-01-12 Anil K Gupta Vijay Govindarajan and Haiyan Wang are among the most distinguished experts in the field of globalization In The Quest for Global Dominance they present the lessons from their twenty year study of over two hundred corporations They argue that in order for a company to create and maintain its position as a globally dominant player executives must ensure that their company leads its industry in the following four essential tasks Identifying market opportunities worldwide and pursuing them by establishing the necessary presence in all key markets Converting global presence into global competitive advantage by identifying and developing the opportunities for value creation that global presence offers Cultivating a global mindset by viewing cultural and geographic diversity as an opportunity not just a challenge Leveraging the rise of emerging markets especially China and India to transform the company's growth prospects global cost structure and pace of innovation

Agile Strategic Management: Adjusting Strategies in a Rapidly Changing Environment Hannarong Shamsub, Ph.D., 2025-03-17 The term agile strategic management may be seen as somewhat of a buzzword as agile has become prevalent in business discussions and can sometimes be overused Like many buzzwords agile can be used superficially without a true understanding of its core principles leading to misinterpretations or ineffective implementation Nonetheless it truly embodies a strategic approach that emphasizes flexibility and adaptability to evolving environments distinguishing it as more than just a fleeting trend when implemented effectively The author underscores the significance of Agile strategic management by highlighting the necessity of being responsive to market changes swiftly incorporating feedback and adjusting strategies as required which are essential in today's dynamic business landscape This book aims to educate its audience on fostering a flexible organizational culture enhancing cross functional collaboration and promoting ongoing learning It targets executives managers and researchers who are interested in incorporating agility into their strategic management practices by providing them with practical tools and processes for making decisions in real time and aligning strategic goals Each chapter is intended to present insights that may be put into action as well as real world case studies and tasks that can be done by the reader As readers begin their journey into agile strategic management this book recognizes the challenges they may encounter such as resistance to change and aims to help them navigate these obstacles The primary goal is to foster innovative value creation within a fast paced business environment by encouraging a reassessment of traditional strategic methods and embracing the opportunities that arise from adopting an agile mindset

Knowledge Driven Service Innovation and Management: IT Strategies for Business

Alignment and Value Creation Chew, Eng K.,Gottschalk, Petter,2012-11-30 This book provides a comprehensive collection of research and analysis on the principles of service knowledge and organizational capabilities clarifying IT strategy procedures and management practices and how they are used to shape a firm s knowledge resources Provided by publisher

Organizational Immunity to Corruption Agata Stachowicz-Stanusch,2010-06-01 The current discussion about corruption in organizational studies is one of the most growing most fertile and perhaps most fascinating ones Corruption is also a construct that is multilevel and can be understood as being created and supported by social and cultural interaction As a result an ongoing dialogue on corruption permeates the levels of analysis and numerous research domains in organizational studies Thus I see a major opportunity and necessity to look on corruption from a multilevel and multicultural perspective Second in the global society of the world today where organizational boundaries are becoming increasingly transparent and during the Global Crisis which has been rooted in unethical and corrupt behavior of large corporations a deeper understanding of corruption its forms typologies ways to increase organizational immunity and the best practices how to fight against corruption that are particularly significant and can also uncover it means that individuals groups organizations and whole societies can be used to sustain a sense of purpose direction meaning and the right way for creating a moral frame for the ethical behavior in the world of flux Third there is a growing pressure in the field of organizational studies and management to formulate theories that stimulate thinking of corruption to change understanding of the phenomenon and what is the most important to carry out actions that produce valued outcomes This exciting book provides an authoritative and comprehensive overview of organizational corruption It is an essential reference tool to carry out further research on corruption in organization This book uncovers new theoretical insights that I hope will inspire new questions about corruption in organization it also changes our understanding of the phenomenon and encourages further exploration and research

Strategic Alliances in a Globalizing World T. K. Das,2011-04-01 Strategic Alliances in a Globalizing World contains contributions by leading scholars in the field of strategic alliance research The 11 chapters in this volume cover a number of significant topics that speak to the growing role of strategic alliances in a globalizing business world The chapter topics cover both the broader issues such as the creation of competitive advantage and expanding into institutionally different countries and the more focused problems of alliance formation contractual governance governance structure choice the development of alliance capability the containment of opportunism relationship management sensemaking and the intersection of culture and legitimacy The chapters include empirical as well as conceptual treatments of the selected topics and collectively present a wide ranging review of the noteworthy areas of alliance research in the globalization context

Short Introduction to Strategic Management Torben Juul Andersen,2013-08 Provides a concise yet rigorous introduction to strategic management and its contemporary challenges with multiple examples case studies and references

Global Taiwan Suzanne Berger,Richard K. Lester,2015-02-12 Global Taiwan examines the impact of globalization on the

industry and economy of Taiwan since the spectacular growth of the 1990s Drawing on hundreds of interviews with firms in Taiwan China the United States Japan Europe and other areas the book analyzes the strengths and weaknesses of Taiwanese firms at a time when they face new competition from powerful global leaders and new producers in China The contributors cover topics of enormous importance for Taiwan as well as the rest of the world including transformations in the international economy technological advances that enabled modularization and fragmentation of the production system contract manufacturers regionalization and links with Chinese industry The book addresses such questions as Can Taiwanese companies be maintained and expanded with the same corporate strategies and public policies as in the past Can these strategies still work for other countries If changes are required what resources can be mobilized in the public and private sectors As massive relocation of manufacturing and services moves plants and jobs to low wage countries like China and India what will remain at home in societies like Taiwan

Strategy David Mackay,Mikko Arevuo,Maureen Meadows,2023 A comprehensive accessible and insightful guide designed specifically for students on a strategy or strategic management course This text puts the implementation of strategy centre stage in order to empower tomorrow s business professionals to think talk and act like a strategist *Basics Marketing 03: Marketing Management* Brian Sheehan,2011-08-18

Understanding how to create marketing programmes is one thing Understanding how to take leadership in all of the business areas related to marketing such as economics finance personnel management and long term brand strategy is quite another This book helps bridge that divide to help students master the business of marketing **The Samsung Way:**

Transformational Management Strategies from the World Leader in Innovation and Design Jaeyong Song,Kyungmook Lee,2014-08-22 An insider s account of the management principles driving one of the world s most innovative companies Twenty years ago few people would have predicted that Samsung could transform itself from a low cost original equipment manufacturer to a world leader in R D marketing and design with a brand more valuable than Pepsi Nike or American Express Based on ten years of research inside Samsung and interviews with 80 of Samsung s top executives The Samsung Way tells the compelling story of how Samsung has grafted Western business practices onto its essentially Japanese system combining its low cost manufacturing prowess with an ability to bring high quality high margin branded products swiftly to market Jaeyong Song is Professor of Strategy and International Management at Seoul National University SNU He received his Ph D at the Wharton School University of Pennsylvania Kyungmook Lee is Professor of Organizational Behavior and Human Resource Management at Seoul National University Business School where he currently serves as Senior Associate Dean for academic affairs He received his Ph D at the Wharton School University of Pennsylvania **Circular**

Economy for the Management of Operations Anil Kumar,Jose Arturo Garza-Reyes,Syed Abdul Rehman Khan,2020-12-15 Circular Economy is a new concept in operations management Its goal is to redefine growth focusing on positive benefits arising for society as a whole out of efficiencies such as designing waste out the operations process This book will help

practitioners use the proper strategy for effective adoption of Circular practices to use in their organization Features Provides a complete understanding of Circular Economy practices Offers advanced mathematical models to help industry management adopt the correct practices Presents a deep understanding of cross functional and customer focused design thinking Covers how to develop sustainable practices in all types of activities within operations management Circular Economy for the Management of Operations will be of interest to practitioners and researchers in engineering as well as business management Global Strategic Management Jędrzej George Frynas, Kamel Mellahi, 2015 Emphasising the essential techniques of business best practices this title offers thorough analysis and discussions on concepts such as environmental analysis strategy development and strategy implementation

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