



Samsung Electronics: Analyzing Qualitative Complaint Data

We most 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

AW Rasmussen



Samsung Electronics Case Study:

Case Study of Samsung's Mobile Phone Business Boon-Young Lee, Seung-Joo Lee, 2004 *Market Entry Strategies* Mario Glowik, 2020-09-21 This entirely revised and updated third edition of *Market Entry Strategies* continues to combine the profound explanation of internationalization theories and concepts with real life firm cases. Reviewing the readers valuable feedback from successful previous editions this version targets to improve the readability. New firm cases of Delivery Hero and Tesla contribute to broaden the book's industry focus. Particular attention is paid on the case studies developed to exercise in light of business practice what is theoretically taught and explained in the textbook. Through its link to digital learning tools such as charts available to the public at YouTube this new edition provides best pre-requisites for distance learning environments.

Global Business Strategy: Asian Perspective (Second Edition) Hwy-chang Moon, 2022-01-07 As the second edition of *Global Business Strategy* this book provides novel insights on how a firm can formulate a successful approach toward its global business from both the Western and Asian perspectives. In this respect the book's overall goal is to bridge the gap between these two different viewpoints. This second edition includes more recent business theories, techniques and cases within the field of global business strategy. Specifically it includes new theories and techniques like creating shared value, CSV, the global value chain platform strategy and business ecosystem. They are shown to be important tools for enhancing competitiveness and maintaining sustainability among firms in today's rapidly changing international business environment. This is very much evident today given the critical challenges arising from the trade tensions between the United States and China, emerging technologies such as artificial intelligence and digital transformation and the unprecedented disruptions brought on by the coronavirus pandemic. We hope that this book will serve as a useful companion for students, business practitioners, policymakers and the more general readers interested in issues related to competitiveness and business.

Innovation and Industrialization in Asia Rajah Rasiah, Yeo Lin, Yuri Sadoi, 2013-09-13 Existing accounts of East Asia's meteoric growth and structural change has either been explained as one dictated essentially by markets with strong macroeconomic fundamentals or a consequence of proactive governments. This book departs from such a dichotomy by examining inductively the drivers of the experiences. Given the evolutionary treatment of each economic good and service as different this book examines technological catch up with a strong focus on the industries contributing significantly to the economic growth of the countries selected in Asia. The evidence produced supports the evolutionary logic of macro, meso and micro interactions between several institutions depending on the actors involved, structural location and typology of taxonomies and trajectories. The book carefully picks out experiences from the populous economies of China, India and Indonesia, the high income economies of Korea and Taiwan, the middle income economies of Malaysia and Thailand and the transitional least developed country of Myanmar. Chapters 1-7 of this book were originally published as a special issue of *Journal of the Asia Pacific Economy*.

The Notion of Employer in the Era of the Fissured Workplace Roger Blanpain, Frank

Hendrickx,2017-01-15 The word fissured aptly describes the effect on the workplace of the enormous retreat from direct employment on the part of large enterprises that began several decades ago and shows no sign of slowing down Market leading companies even though they continue to wield considerable influence on the fate of actual workers may thus be relieved of legal responsibility as employers How extensive is this phenomenon Do recourses exist in labour law What ongoing trends can be discerned This groundbreaking book tackles these questions and more with thoroughly researched reports from ten of the world s leading market driven economies Australia China France Germany Japan the Republic of Korea Spain Taiwan the United Kingdom and the United States Recognizing that law should squarely grasp and tackle this new reality the authors consider such questions as the following How far can current labour law go in determining the responsibility of persons who have no direct contractual relationship with the workers Do other measures such as soft law or reputation mechanisms in the market deal with the undesirable consequences of the fissurization more properly What managerial motives and socioeconomic backgrounds give rise to such fissurization What distinct phenomena compose fissuring Are measures available to protect workers that go beyond the boundary of the legal entity e g initiatives toward piercing the corporate veil Each contributor describes for his or her country how far the fragmentation and externalization of employment has gone current legislation protecting workers in a multilayered contractual relationship or indirect employment relationship e g on health and safety wages bargaining dismissal and emerging developments and trends This book ably responds to the question posed by a recent study Why has work became so bad for so many and what can be done to improve it Although concerned scholars worldwide will rally to the call the reports in this volume will also be of great practical value to business persons and labour and employment lawyers everywhere Mobile Business Strategies Jouni Paavilainen,2002 The mobile revolution the collision of the internet and the world of mobile communications is already changing the way we work and live High levels of mobile phone penetration and internet access combine with widespread credit card usage to offer the prospect of a multitude of new business opportunities But what are the most promising areas of m commerce Which are the most significant new technologies How will mobile devices networks and applications develop as we move towards the third generation 3G world Mobile Business Strategies explores the new mobile world looks into the future and considers the emerging trends It discusses the roles of financial institutions operators content providers and other key parties in the mobile commerce value chain Core technologies are addressed from a strategic perspective familiarizing the reader with both the possibilities and the limitations of the mobile environment After an in depth examination of potential corporate and consumer solutions the book concludes with a more detailed analysis of two crucial areas location based services and mobile portals Required reading for operators financial institutions web portals content providers systems integrators and anyone looking to master the challenges of the mobile internet Mobile Business Strategies provides A strategic overview of the most promising mobile technologies and their potential applicationAn understanding of the intrinsic

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strategies and some of the key challenges it faces today The paper provide insights into how a late comer to an industry can overcome certain disadvantages and successfully position itself as a widely respected and successful brand

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