

**Source: Glowik, Mario (2017): Global strategies in the service industries. Dynamics, analysis and growth. London and New York: Routledge, Taylor and Francis Group.**

## **Case study Alibaba Group: A successful Chinese and international digital business giant?**

*Case review questions*

1. Today, in which businesses and industries Alibaba operates as a result of its various acquisitions, alliances and joint ventures? What make the company different from others?
2. Where is currently the regional sales focus of Alibaba and what might be the next step in terms of Alibaba's internationalization strategy?
3. When you combine the various business activities of Alibaba Group, which opportunities and threats can you describe for Alibaba's stakeholders? What is the impact on the society in China and other countries?
4. Would you invest in Alibaba? Provide your opinion regarding the financial configuration of Alibaba, from the perspective of a Chinese investor, as well as from the perspective of a foreign investor. Finally, in general, provide your opinion concerning corporate ethical (tax paying) responsibilities of large multinational firms.

# Case Study Alibaba

**Huangqi Zhang**



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