

Vision 2020 & Strategy

신경영 국제 학술 대회

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SAMSUNG

Background of the "New Management"

Globalization

→ Risk & Opportunity



Digital Revolution

→ Risk & Opportunity



Complacency

→ Risk



Launch of WTO

➔ Boaderless & Open Market

Emergence of the Internet

➔ IT technology advancement at the speed of light

Mind-set

➔ Samsung was domestic market leader

Change and Innovation in Samsung

Product

Innovation in business
& product portfolio



Process

Innovation in
'Way of Working'



Personnel

Innovation in organization
culture & human resources



3P Innovation

Vision 2020

Inspire the World, Create the Future

