VISEGRÁD GROUP EXPERTISE AND POSITION IN THE SAMSUNG GLOBAL VALUE CHAIN: A CASE STUDY OF SAMSUNG ELECTRONICS IN THE V4 COUNTRIES

Endrődi-Kovács, V., Kutasi, G., Magasházi, A.

The participation of national V4 electronic industry in global value chains is a source of additional output, in addition to, a driver of technological development and employment. The aim of the study is to analyse whether the V4 region has the expertise capacity to upgrade its position in the electronics GVC integrated into the Samsung company. The analysis is built on the theory of GVC and the methodology of surveying the V4 labour market and education related to engineering. The quantitative results are supplemented with research interviews with Samsung managers and related municipal leaders. The analysis concludes on V4 upgrading opportunities in electronics GVCs determined by expertise.

Keywords: global value chain; global production networks; Samsung Electronics; Visegrad countries; innovation; expertise

JEL classification: F23, O31, O32

1. Introduction

National industrial enterprises within the transnationalized corporate networks are sources of additional output, drivers of technological development and employment, and can contribute extra income to the national economies. The electronics industry is one of the most important sectors which integrate V4 economies into Global Value Chains (GVC)/Global Production Networks (GPN). Samsung Electronics Co., Ltd. (SEC) was among the first companies which invested in Central and Eastern European (CEE) countries from the beginning of the 1990s. The paper analyzes the opportunities offered for the V4 economies to be integrated in the SEC global value chain in the past nearly three decades and discusses the different trajectories of the individual countries. SEC with its 169 subsidiaries world-wide is the flagship company of the Samsung Group, which ranked 6th in 2017 in terms of brand value in the world. SEC has sales affiliates in 31 European countries, the volume of production, however, has undergone strong consolidation. The paper discusses whether the level of integration in SEC GVC has resulted in upgrading of local subsidiaries and suppliers in the electronics industry of V4 countries, and looks at what means state institutions in the V4 countries still possess to assist in plugging into the SEC Global Value Chain through activities with higher value added such as R& D and product design. Three topics are identified as factors important for a Korean company to extend its activity: expertise, state aid and market location.

The analyzed hypothesis is whether the V4 economies are stack into activities with lower value added in the global value chain because of limited expert capacities. The study focuses on the development of V4 expertise relevant for Samsung. Besides, based on this approach, it also attempts to answer such current questions like why only Poland has R&D activity in the SEC GVC among the V4 countries or why SEC closes its factory in Slovakia.

Samsung Electronics Harvard Case Study Analysis

Martin Hemmert

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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

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technological assistance had limited success Overall this book argues that contrary to many previous studies the role of multinational enterprises has been significant in the development of Korea's electronics industry and that they have acted as a technological tutor for Korea through OEM P xiv tributors world 0 *Foreign Investment in Latin America and the Caribbean 2006* United Nations. Economic Commission for Latin America and the Caribbean,2007 This is the latest in a series of annual reports on recent trends and developments in relation to foreign direct investment FDI and investment strategies in Latin America and the Caribbean region The main message of this year's report is that active and integrated FDI attraction policies linked to national development strategies are necessary to secure quality FDI These lessons are drawn from policy practices in the more successful European and Asian countries which contrast with the more passive and disconnected FDI attraction policies evident in Latin America and the Caribbean The 2006 report also contains chapters that analyse the experiences of two relatively small investor countries in Latin America and the Caribbean the Republic of Korea and Portugal Who's Who in Finance and Industry, 1989-1990, 1989-09

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