

International Business Ikea Case Study

Ikea Case Study Cases on AI Ethics in Business IKEA's Supply Chain Management The Ultimate Case Guide Lean Management Of Global Supply Chain Business Transformation for a Sustainable Future Do Good Corporate Sustainability Leadership Cause Marketing for Nonprofits Design Perspectives on Multimodal Documents Design by IKEA Business Innovation Insights (Collection) Information Processing and Management Strategic Retail Management Global Production Networks Marketing Cases from Emerging Markets EBOOK: International Marketing Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023) Global Strategies in Retailing Changing Global Media Landscapes: Convergence, Fragmentation, and Polarization Tennin, Kyla Latrice Stanislavs Sabitovs Martin Kupp Yasuhiro Monden Samuel Petros Sebhatu Anne Bahr Thompson Peter A. Stanwick Jocelyne Daw Matthew David Lickiss Sara Kristoffersson Luke M. Williams Vinu V Das Joachim Zentes Ander Errasti Dilip Mutum Pervez Ghauri Meena Rani Nimmagadda John Dawson Al-Obaidi, Jabbar A.

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organizations face a pressing challenge in today's rapidly evolving economies navigating the ethical complexities of adopting artificial intelligence ai and related technologies as ai becomes increasingly integral to operations transparency fairness accountability and privacy concerns are more critical than ever organizations need practical guidance to develop and implement ai ethics strategies effectively cases on ai ethics in business offers a comprehensive solution by examining ai ethics through theoretical lenses and innovative practices it provides a roadmap for organizations to address ethical challenges in ai adoption offering insights from leaders in the field with a focus on theory to practice the book equips readers with actionable strategies and frameworks to navigate the ethical implications of ai ensuring

responsible and sustainable ai deployment

essay from the year 2011 in the subject business economics supply production logistics grade 2 0 tongji university sem language english
 abstract this paper discusses the supply chain and the sourcing approach of ikea the home furniture producer that operates in 26 countries having almost 280 stores ikea 2010 in 2010 ikea had 1 074 suppliers in 55 countries the globally integrated network of the company makes it particularly interesting to examine how the supply chain and global sourcing are managed at ikea for the analysis of the ikea s supply chain the author consults the firm s reports such as the annual report 2010 and sustainability report 2010 several scientific papers and articles on the supply chain management and ikea and for the overview a movie on ikea s manufacturing approach filmed by national geographic channel

unlock the secrets to mastering the teaching and writing of case studies with the ultimate case guide this essential resource offers faculty educators and trainers in all management disciplines a comprehensive exploration into the effective use of the case method learn about the history philosophy and pedagogical benefits of case based education explore how to use case studies to teach individual sessions or entire courses and discover how to craft compelling case studies that enhance learning outcomes and engage students in meaningful ways the book begins with a thorough examination of the origins and evolution of the case method providing readers with context for its continued relevance in contemporary education from there the ultimate case guide details practical strategies for conducting dynamic classroom sessions where theory is not merely taught but experienced and challenged readers will learn how to facilitate discussions that promote critical thinking problem solving and decision making mirroring the complex challenges faced in the real world furthermore this guide breaks down the art of writing effective case studies it covers every step from choosing the right topic conducting research to storytelling techniques that captivate and educate this chapter also describes how to create teaching notes that serve as roadmaps for delivering impactful lessons for yourself and other educators whether you are a seasoned professor at a business school a corporate trainer aiming to enhance your training sessions or a newcomer to the field of educational case studies this book provides all the tools necessary to transform classroom theory into dynamic practical learning experiences the book emphasizes the importance of adapting teaching methods to fit your individual learning environment and student needs ensuring that each case study not only educates but also inspires ideal for those committed to excellence in teaching the ultimate case guide will help you elevate your educational approach making your teaching sessions more interactive engaging and effective with this guide prepare to bring the complexities of real world decision making into the classroom fostering an enriching learning environment that prepares students for the challenges of the business world

this book is the first among many books in supply chain management which provides the readers with insights on how to select the best global supply chain out of inter firm network fables system or market firms this process is clearly expounded in the book through case studies which include apple toyota bmw ikea and taiwan tsmc the main editor prof yasuihiro monden is the founding father of lean

production management who published toyota production system from iie in 1983 which is called the classic of lean system this book will explain how the global supply chain gsc could be organized by considering causal relationships of the stage differences in 1 market needs 2 product design architecture and 3 product life cycle for the purpose of reducing the total costs of gsc

interconnecting the concepts of sustainability innovation and transformation this book explains how organizations have successfully transformed themselves and wider society to foster a more sustainable future and identifies the difficulties and challenges along the way part of the principle of responsible management education prme series the book promotes a strong voice for meeting sustainability challenges for transformative change in a globalized world through business education and practice a transition to a more sustainable way of doing business can only be attained by combining technology with profound system innovations and lifestyle changes the chapters in the book each written by a strong and well recognized team of researchers in the field open up the discussion about a new partnership between sustainability innovation and transformation that includes the global society big world the biosphere small planet and also requires a deep mind shift the book presents cases from business including ikea and eataly and other service networks including the base of the pyramid bop and illustrates how these organizations have transformed themselves for a sustainable future the research perspectives are macro policies and legislation meso institutional practices and micro business practices and individual behavior this book is where research meets real world business and societal practice the chapters are grounded in business research specifically the interdependencies between sustainability innovation and transformation which makes for a robust basis for describing explaining and understanding the complex challenges faced by business and society in the 21st century the book is intended for graduate and postgraduate level students and executive education with implications for practitioners furthermore it contributes to multidisciplinary research in the field of interaction between business and society with a view to extending the firm centric view to encompass a broader systemic and dynamic understanding of business and societal transformation

increasingly today in every age group consumers are committing to brands that show good citizenship from fair employment practices to social responsibility to charitable giving in fact support of these generous and socially aware companies is so high that good works and charitable giving are necessary for companies that aspire for financial success do good documents the sea of change that has impacted the twenty first century marketplace more than even the most optimistic of business forecasters including examples such as toms grew into a 600 million company by giving away 35 million pair of shoes patagonia s profits have climbed year after year even as it funnels heavy investments into sustainability cvs s strategic decision to start destocking cigarettes in all stores customers have shown with their wallets the types of businesses they will support and that they will quickly call out negligence buyers today demand more than half hearted pledges from companies who are clearly just trying to show less profits and decrease their taxes by implementing the five step model for the new rules of business laid out in do good trust enrichment responsibility community and contribution companies can take the necessary steps to embed social consciousness into their dna in turn capturing both markets and hearts

corporate sustainability now regarded as a vitally important topic on the agenda for businesses has in recent years not only become embedded in postgraduate study but is now also widely taught at the undergraduate level in business schools corporate sustainability leadership reflects the growing need for an accessible text at all levels of study the book brings the topic of corporate sustainability fully up to date by incorporating new directions in the areas of corporate responsibility and sustainability written by the authors of the highly successful understanding business ethics this book provides a primary resource for any undergraduate or graduate corporate sustainability class unlike other textbooks in corporate sustainability which are often edited collections from multiple authors this book develops themes throughout each chapter using a consistent voice to ensure an integrative learning experience for both students and instructors with ten chapters and ten cases all of which are supplemented with online test banks instructor guides and powerpoint slides this textbook provides enough content for a complete class on corporate sustainability using stakeholder theory as a foundation corporate sustainability leadership allows readers to develop a better understanding of how organizations can effectively satisfy the needs of their critical stakeholders it addresses the issues of corporate sustainability from both a micro and macro perspective micro issues related to corporate sustainability include leadership organizational change management decision making human resource organizational strategies organizational ethics organizational culture corporate sustainability reporting corporate sustainability performance and corporate compliance the macro issues addressed include suppliers corporate sustainability communications consumers the natural environment governments ngos and the developing world in addition there are ten unique company cases from organizations that are household names such as bayer shell volkswagen and dow chemical

this book captures the exciting potential for business and nonprofits to partner for mutual benefit and discovery cause marketing aligns nonprofits and businesses to combine the power of their individual brands with a company s marketing might to achieve social and shareholder value while communicating their values cause marketing for nonprofits changes the way nonprofits view and execute cause marketing programs it provides a wealth of hands on practical experience that can benefit any nonprofit organization interested in this innovative and growing form of generating revenue building profile and achieving mission no nonprofit can afford to ignore the contents of this important new book the first designed specifically for the sector

this volume integrates multimodal theoretical frameworks with those from graphic communication and information design and applies this critical synthesis to the examination of the changes and relationships that occur when multimodal documents are distributed across various means and channels of consumption drawing on examples from popular newspapers and store catalogs the book s specific focus is on documents as sets here defined as the collective of all the assorted forms of a document published across multiple mediums and modes this approach affords a multi layered analysis of multimodal documents more broadly in addition to engaging in questions about the very definition of a document and the terminology we use in relation to documents including genres mediums and modes as both a critical examination of the theoretical frameworks employed in literature on documents and a way forward for new approaches to analyzing multimodal texts this volume is key reading for students and scholars in multimodality graphic communication design media

studies and information science

sara kristoffersson's compelling study provides the first sustained critical history of ikea kristoffersson argues that the company's commercial success has been founded on a neat alignment of the brand with a particular image of swedish national identity one that is bound up with ideas of social democracy and egalitarianism and its material expression in a pared down functional design aesthetic employing slogans such as design for everyone and democratic design ikea signals a rejection of the stuffy the chintzy and the traditional in both design practices and social structures drawing on original research in the ikea company archive and interviews with ikea personnel design by ikea traces ikea's symbolic connection to sweden through its design output and its promotional materials to examine how the company both promoted and profited from the concept of scandinavian design

an up to the minute collection of techniques for jumpstarting innovation in any market product service or process hot new ideas for supercharging business innovation in any market right now 4 extraordinary books from world renowned pioneers in all facets of innovation this 4 book package brings together today's fastest most powerful most realistic solutions for jumpstarting innovation whatever you sell whatever industry you're in you'll discover how to change the playing field leverage your customers insights and expertise uncover huge unmet needs craft great customer experiences and make innovation repeatable throughout your organization in predictable magic veteran industrial designer ravi sawhney and business strategist deepa prahalad introduce a breakthrough approach for systematically creating deep emotional connections between consumers and brands seamlessly integrating corporate strategy with design transcending the utilitarian or even the beautiful to build products that powerfully connect touch and move people again and again next in do you matter legendary industrial designer robert brunner who laid the groundwork for apple's brilliant design language and stewart emery help you use design to consistently create products services and experiences that matter to customers lives and thereby drive powerful sustainable improvements in business performance through case studies from leaders like nike apple bmw and ikea they introduce design driven techniques for managing your entire experience chain defining effective design strategies and languages managing design using and not abusing research extending design values into marketing and manufacturing encouraging design innovations that open entirely new markets then in disrupt think the unthinkable to spark transformation in your business frog design's luke williams shows how to start generating and executing on a steady stream of disruptive strategies and unexpected solutions williams combines the fluid creativity of disruptive thinking with the analytical rigor that's indispensable to business success the result a simple yet complete five stage process for imagining a powerful market disruption and transforming it into a reality that catches your entire industry by surprise finally in the highly anticipated second edition of creating breakthrough products revealing the secrets that drive global innovation jonathan cagan and craig vogel offer an indispensable roadmap for uncovering new opportunities identifying what customers really value today and building products and services that transform markets this edition contains brand new chapters on service design and global innovation new insights and best practices and new case studies ranging from navistar's latest long haul truck to p g's reinvention of herbal essence you know how crucial innovation has become this 4 book package will help you infuse it throughout your entire organization from world

renowned business innovation experts deepa prahalad ravi sawhney robert brunner stewart emery russ hall luke williams jonathan cagan and craig m vogel

it is my pleasure to write the preface for information processing and management this book aims to bring together innovative results and new research trends in information processing computer science and management engineering if an information processing system is able to perform useful actions for an objective in a given domain it is because the system knows something about that domain the more knowledge it has the more useful it can be to its users without that knowledge the system itself is useless in the information systems field there is conceptual modeling for the activity that elicits and describes the general knowledge a particular information system needs to know the main objective of conceptual modeling is to obtain that description which is called a conceptual schema conceptual schemas are written in languages called conceptual modeling languages conceptual modeling is an important part of requirements engineering the first and most important phase in the development of an information system

this is not a traditional textbook or collection of case studies but is intended to demonstrate the complex and manifold questions of retail management in the form of 18 lessons that provide a thematic overview of key issues and illustrate them with the help of comprehensive case studies in the second edition all chapters were revised and updated three new chapters were added to treat topics like online retailing and multi channel strategies as well as the so called verticals in specific chapters all case studies were replaced by new ones to reflect the most recent developments eighteen well known retail companies from different countries like best buy ikea tk maxx tesco and decathlon are now used to illustrate particular aspects of retail management

the phenomenon of globalization has increased in recent decades due to the opening of borders in eastern europe and the sudden emergence of other countries in the global trade economy yet the process of becoming global to get access to growing markets or to achieve quality service and or cost advantages from the reconfigured value chains is one

despite the fact that experts acknowledge the importance of the emerging markets there is a dearth of real case studies specially focussed on marketing issues this case study book addresses that need it is also important and timely in providing a framework for instructors and researchers both academic and industry to understand the dynamics occurring in emerging markets this book is composed of long and short real cases with varying complexity in different sectors including airlines hotel fashion etc these will cover issues which are unique to the emerging markets including the bric countries to understand the dynamics occurring in these countries with its case studies collection of questions and real life marketing examples this book offers unique benefits to marketing students and educators across the world a must have for every marketing course module

now in its fourth edition this successful introduction to international marketing has been thoroughly revised updated and developed

throughout to reflect the most recent developments in today's dynamic business environment contemporary engaging and accessible international marketing is essential reading for the aspiring practitioner you will discover the importance of international marketing to creating growth and value the management practices of companies large and small seeking market opportunities outside their home country why international marketing management strategies should be viewed from a global perspective the role of emerging economies in today's business environment the impact of increased competition changing market structures and differing cultures upon business key features an extensive collection of in depth case studies focus upon a diverse range of companies from around the world and are designed to apply understanding and provoke debate going international vignettes go beyond the theory and demonstrate international marketing in real life with contemporary and engaging examples further reading sections have been designed to reflect both the most influential and the most recent studies relating to each chapter acting as a spring board to further study key terms are highlighted where they first appear and define in the margin for ease of reference to aid understanding a full glossary is also provided at the end of the book and online a new chapter in response to reviewer feedback dedicated to international segmentation and positioning professor pervez ghauri teaches international marketing and international business at king's college london he has been editor in chief of international business review since 1992 and editor europe for the journal of world business since 2008

this is an open access book about the icrbss 2023 international conference on reinventing business practices start ups and sustainability responsible consumption and production icrbss 2023 brings together scholars researchers educators and professionals from around the world to discuss the latest trends challenges and opportunities in the spheres of businesses regulatory environment consumer groups advocacy agencies and the environment at large the sub theme of the conference this year responsible consumption and production is the 12th goal of the un sustainable development goals the conference provides a platform for industry experts policymakers and the academic fraternity to share their experiences and insights the sessions are designed to promote interaction among participants through keynote speaker sessions panel discussions presentations and the like

large and medium sized retailers have increased their international operations substantially over the last 25 years this is evident in the number of countries to which these retailers expand the growing international sales of retailers and the heightening of the level of commitment of retailers to their international activity a trend that is likely to continue over the next decade as general globalization in the service industries increases the managerial implications of the moves to become global are considerable different retailers are pursuing different approaches to varying degrees of success and are no longer simply multi national but are also multi continental consequently existing concepts and theories of international business fit uneasily in explanations of international retailing so new corporate strategies need to be explored featuring in depth studies of seven retailers by international scholars from japan the uk and sweden global strategies in retailing explores recent developments in strategy that are related to international retailing and in particular the emergence of a global portfolio strategy as such this book will be important reading for all international business and retailing students and academics researching in these areas

with the advancement of technology and the increasing use of digital and social media platforms we are experiencing an unprecedented era of global connectivity and information sharing however alongside these advancements comes a pressing challenge the rampant spread of misinformation and disinformation fueling fragmentation and polarization within communities worldwide as regulations struggle to keep pace with technological innovation media scholars experts and practitioners face a critical need for comprehensive strategies to navigate this complex terrain changing global media landscapes convergence fragmentation and polarization offers a solution to the multifaceted challenges of modern media and communication this book provides a vital platform for scholars and professionals to explore the intricacies of global media technologies and devise actionable strategies to combat misinformation with a keen focus on media ethics law and organizational management it equips readers with the tools needed to confront the evolving landscape of digital media responsibly and effectively

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