LP 10.2: Samsung Case Study: Rough Draft

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**Samsung Introduction**

The 1980’s brought upon a new concern for corporate environmental sustainability. The social, cultural, and political environments pressured corporations to focus on environmental protections, minimize and control pollution, and to improve ecological effectiveness. Samsung became a leader in environmental sustainability and eco-awareness in the first initial years of the 20th century. They started many environmental initiatives as well as assessment tools.

Utilizing the following frameworks: eco-efficiency, triple bottom line, natural step, ecological footprint, carbon foot print, eco-effectiveness, cradle-to-cradle design. These reduced the ecological damage caused by organizations. Ideal was to generate long-term value for consumer and employees by adopting green strategies for environmental protection and considering social, cultural, and economic aspects of a company's operations

**Analysis and Evaluations**

Compare and contrast some of Samsung’s initiatives to see an overall rate of effectiveness or positive impact on the environment in comparison to self and to other companies. Samsung Hope for Children, hope Children’s Learning Center, Supplier Support Fund, New Technology Development Contest, Globally Competitive SMEs.. Use charts and graphs to illustrate energy efficiency ratings and percentage of products and processes that are eco-friendly and sustainable. Does increased efficiency and sustainability affect overall profit for Samsung? Prove it with math and show it in a graph. Consider the effects of climate change and the legislative concerns. How much does it cost to stay green? Provide percentage of environmental violations and their trend with the company. Insert SWOT analysis here. Overall number of environmental or health lawsuits filed against Samsung and their trend and costs.

**Recommendations/ Conclusions**

Create and suggest a plan of action based on SWOT analysis and determine how Samsung should proceed in today’s political, cultural, and environmental considerations. Determine if enough good practices are in place to balance accusations and considerations of the more harsh chemicals and work environments that do remain. How to maintain status as global leader in corporate environmental sustainability. Find a way for Samsung to really participate in helping set the standards and expectations for things like emissions. Figure out how to maintain and grow the corporate community at stake here. Are the stockholders green minded? How to keep creating and maintaining a sense of environmental mental responsibility and have that benefit of the profitability of the company as a whole. Increased focus on political agenda.

**References**

Thompson, A., Peteraf, M., Gamble, J., & Strickland, A. (2016).

*Crafting & Executing Strategy: The Quest for Competitive Advantage.* McGraw-Hill Education: New York.