Case Study Huawei | 8eec03842c337dcd4f59500165c7636e

Global Challenges and Strategic Disruptors in Asian Businesses and Economies

Global Challenges and Strategic Disruptors in Asian Businesses and Economies

In 2019, the United States' trade war with China expanded to blacklist the Chinese tech titan Huawei Technologies Co. Ltd. The resulting attention showed the information and communications technology (ICT) firm entwined with China's political-economic transformation. But the question remained: why does Huawei matter? Yun Wen uses the Huawei story as a microcosm to understand China's evolving digital economy and the global rise of the nation's corporate power. Rejecting the idea of the transnational corporation as a static institution, she explains Huawei's formation and restructuring as a historical process replete with contradictions and complex consequences. She places Huawei within the international political economic framework to capture the dynamics of power structure and social relations underlying corporate China's globalization. As she explores the contradictions of Huawei's development, she also shows the ICT firm's complicated interactions with other political-economic forces. Comprehensive and timely, The Huawei Model offers an essential analysis of China's dynamic development of digital economy and the global technology powerhouse at its core.

China in Transition

This multi-volume set focuses on a key region of the world which contains four of the biggest emerging economies, a large number of highly dynamic small- and medium-sized emerging economies, and one of the leading advanced industrial countries. It is a region which contains some of the biggest hydrocarbon and mineral deposits in the world, and some of the most energy- and metal-hungry economies in the world. With half the world's population, it is one of the most dynamic regions of the globe in terms of population movement, providing a key focus of foreign investment, both inwards and outwards, with a high degree of technological dynamism. The region plays a central role in the industrial supply networks of the globe. In four volumes, focusing on, respectively, foreign investment, innovation, energy and migration, the set focuses on each of the main elements in the production system in turn — capital, innovation, raw materials and labour. Volume 1 studies patterns of interchange of financial and direct investment within the region, focusing on governance, the development of supply chains, and technology transfer. In Volume 2, the technology theme becomes dominant, with a special focus on digital technology. It includes technical issues like mobile communications standardisation, developmental dimensions, including the role of clusters and science parks, and political economy issues like the rise of techno-nationalism. Volume 3 turns to energy issues — not just issues of supply and demand, but also key problems of climate change, security and sustainability across the Eurasian and Asian landmass. Volume 4 presents the human dimension, looking at people in movement, as workers, citizens, men, women, or colonisers. Among the key issues discussed are the migration from country to town in China, the 'greying' of countries like Japan, the effect of war on migration, marriage migration, human trafficking and the depopulation of the Russian Far East. The set is a must-have for anyone keen to understand the region whose manufacturing core can be described, without exaggeration, as the 'workshop of the world' of the twenty-first century.

China's Innovation Challenge
Policymakers and economists largely agree that 'rule of law' and property rights are essential for a sound economic policy, particularly for most developing countries. But it is becoming increasingly apparent that transplanting legal frameworks from one society to another doesn't work - even though neoliberal orthodoxy has held that it should. China's economic development offers a backdrop for developing alternative viewpoints on these issues. In this book, economists, academics, and policymakers wade straight into the discussion, using China as a concrete reference point. The volume is the result of a series of dialogues among academics and policymakers from China and around the world. While the authors are not at all of one mind on many things, they do share the conviction that China is now entering a critical phase in its economic development and in its transition to a distinctly Chinese market economy. The essays cover a broad range of subjects that have been particularly relevant in China's growth, from property rights to social rights, corporate rights, institutions, intellectual property, and justice. Although the work thoroughly analyzes the best regulatory and institutional frameworks for China's evolving economic and political strategy, its ultimate goal is bigger: it seeks to aid policymakers in both developing and developed countries to create - or in the latter case reform - institutional and regulatory frameworks to achieve equitable and sustained development.

World Scientific Reference On Globalisation In Eurasia And The Pacific Rim (In 4 Volumes)

The internationalisation of Chinese IT companies

This open access book answers two central questions: firstly, is it at all possible to verify electronic equipment procured from untrusted vendors? Secondly, can I build trust into my products in such a way that I support verification by untrusting customers? In separate chapters the book takes readers through the state of the art in fields of computer science that can shed light on these questions. In a concluding chapter it discusses realistic ways forward. In discussions on cyber security, there is a tacit assumption that the manufacturer of equipment will collaborate with the user of the equipment to stop third-party wrongdoers. The Snowden files and recent deliberations on the use of Chinese equipment in the critical infrastructures of western countries have changed this. The discourse in both cases revolves around what malevolent manufacturers can do to harm their own customers, and the importance of the matter is on par with questions of national security. This book is of great interest to ICT and security professionals who need a clear understanding of the two questions posed in the subtitle, and to decision-makers in industry, national bodies and nation states.

Huawei Goes Global

"This introductory chapter offers an overview of the entire book on the management transformation of Huawei. Huawei is now China's most prominent multinational company and a leader in 5G mobile telephone technology, which will be rolled out across the world in the next few years. What makes Huawei interesting is its rate of growth and the level of detail in which we can observe not only the creation of routines but also the breaking of routines across most the major functional areas (Management, Product Development, HR, Supply Chain, Finance, R&D, Intellectual Property, and International). This makes Huawei an ideal case to advance the theory of routines and dynamic capabilities to change routines. Hence the book will particularly appeal to academics in the field of strategy, management, and business history"--

Global Value Chains and Production Networks

Strategic disruptors in companies and economies, including blockchain technology, big data, and artificial intelligence, can contribute to the creation of new business opportunities, jobs, and growth. Research is needed on the impacts of these disruptors in Asia, as well as analyses on new business ecosystems and policy implications. Global Challenges and Strategic Disruptors in Asian Businesses and Economies presents a rich collection of chapters that explore and discuss the state of the art, emerging topics, challenges, and success factors in business, big data, innovation, and technology in Asia. The book explores how the internet of things, big data, and artificial intelligence can provide solutions for global challenges and companies. Including topics on digital economy, strategic management, and information technologies, this book is ideal for managing directors, general managers, corporate heads of firms, politicians, executives, entrepreneurs, academicians, decision makers, policymakers, researchers, and students looking to enhance their understanding and collaboration in business, disruptive innovation, and technology in Asia.

International Operations Management

This book argues that China must become an innovation-based economy to avoid the middle-income traps, and
examines both the opportunities and challenges in meeting this goal.

Huawei Goes Global

Today's dynamic and uncertain environment has contributed to the changing nature of markets. In order for companies to keep up, they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment, such as the digital revolution. This is critical all over the world, but none more so than in Asia. Asia is not only the world's biggest market, but also the fastest growing. It is therefore essential for marketers to understand the dynamics of Asian companies and what they have to offer to the wider world. This book analyzes competitive companies from 18 Asian countries that have successfully practiced new wave marketing and in so doing, provide invaluable lessons that others may find useful. Comprehensive case studies are used not only to describe how some of Asia's best companies compete, but also to analyze the concepts of new wave marketing their actions are based on. This book is unique in its depth and breadth of cases, from companies in the ASEAN region to North-east Asia, including Mongolia and SAARC. The authors of this book, Professor Philip Kotler, arguably the Father of Modern Marketing, Hermawan Kartajaya from Indonesia, and Hooi Den Huan from Singapore, are all experts in their field and have previously produced other bestsellers. This book, with its focus on real life examples of competitive Asian companies in the age of digitalization, complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book, Marketing for Competitiveness. Together, these books provide a comprehensive picture of the changing Asian marketing landscape.

The Transformation of Huawei

Global Value Chains and Production Networks: Case Studies of Siemens and Huawei presents theories and frameworks that facilitate the evolution of GPN studies, from macro perspectives based on territory and industry to the use of micro (firm-level) data. The book explores these theories and frameworks through detailed case studies of two major corporations, Siemens and Huawei. With the GPN/GVC structure of Chinese firms not well known outside China, despite the growing importance of Chinese firms in the global economy, this guide plays a pivotal role in facilitating the use of data that promise to unlock economic cooperation and value. Emphasizes micro-data analytical models and their methodological underpinnings Illustrates how these data illuminate the economic structures of two comparable GPNs within highly divergent institutional contexts Suggests how companies can cooperate with foreign partners to enhance their global management capacity and reshape their advantages in international competition

Digital Transformation Of Property In Greater China, The: Finance, 5g, Ai, And Blockchain

The four-volume set LNCS 11583, 11584, 11585, and 11586 constitutes the proceedings of the 8th International Conference on Design, User Experience, and Usability, DUXU 2019, held as part of the 21st International Conference, HCI International 2019, which took place in Orlando, FL, USA, in July 2019. The total of 1274 papers and 209 posters included in the 35 HCII 2019 proceedings volumes was carefully reviewed and selected from 5029 submissions. DUXU 2019 includes a total of 167 regular papers, organized in the following topical sections: design philosophy; design theories, methods, and tools; user requirements, preferences emotions and personality; visual DUXU; DUXU for novel interaction techniques and devices; DUXU and robots; DUXU for AI and AI for DUXU; dialogue, narrative, storytelling; DUXU for automated driving, transport, sustainability and smart cities; DUXU for cultural heritage; DUXU for well-being; DUXU for learning; user experience evaluation methods and tools; DUXU practice; DUXU case studies.

Internationalization Strategy of Smartphone Vendors- A Case Study of Huawei Technologies Ltd

This casebook demonstrates that the future of global business lies in how well the multinational landscape is charted and how the importance of Asian market leaders is deeply embedded in it. It offers international management students and researchers an extensive guide to the business history, strategy development, and foreign market entry modes used by emerging Asian multinationals. The cases focus on well-known companies such as Lenovo, Alibaba, Infosys, Huawei, Panasonic, and Rakuten. These companies, all of which generate huge revenues in their own countries (e.g. in China, India, South Korea, Taiwan, Vietnam), are now becoming increasingly sophisticated and striving to become global brands, while also enjoying the active support of their governments in terms of their international business. Readers will learn about the current multinational landscape in Asia, the management challenges, and the future implications for traditional western companies seeking to retain their market share. Chapters on corporate entrepreneurship, human resource management and intercultural competence, and current branding trends in Asia will provide a cutting-edge update on international business strategy for students and practitioners alike.
The Huawei and Snowden Questions

Huawei Goes Global provides a much-needed, comprehensive, and scholarly examination of the business environment and the striving global operations of China's technology giant. With theoretical research, case studies, data analysis, and empirical studies, this two-volume work tells a fascinating story of internationalization in an emerging economy. As one of the most powerful Chinese companies in the global economy, the largest global telecommunications-equipment producer and a leading consumer-electronics manufacturer, Huawei is a great example of the globalization of the Chinese enterprises in the twenty-first century. In Volume I, scholars critically examine the rise of Huawei as a Chinese global enterprise from the political economy and public policy perspectives, as well as Huawei's development strategies, innovations, and talent management. In Volume II, multiple authors carefully study the growth of Huawei from regional and geopolitical perspectives, and its corporate communication and crisis management. Within the framework of the trade conflicts between China and the US, controversies over economic sanctions, intellectual property disputes, and espionage and cyber security concerns, this groundbreaking work makes an important contribution to both academic literature and the ongoing public discourse on Huawei. Volume II is available here: https://www.palgrave.com/gp/book/9783030475789

The Management Transformation of Huawei

This book argues that by integrating effective knowledge management (KM) with project management (PM), the overall project success rate can be improved significantly. It brings together the latest ideas and research on shared approaches to improve performance based on the research and experience of academics and practitioners. The structured collection of articles presents novel theoretical approaches and clear empirical evidence of the value of integrating the two distinct fields. It enables readers to better understand the need to merge KM with PM and appreciate the benefits. It also offers researchers an idea of what lies ahead and how to get there, and helps practitioners develop more suitable KM solutions for successful project outcomes.

The Huawei Story

Instead of emphasizing China as a developing country, Chinese President Xi Jinping has identified China as a big power and accentuated China’s big power status. This book explores the narratives and driving forces behind China’s big power ambition. Three narratives rooted in Sino-centralism are examined. One is China's demands for the reform of global governance to reflect the values and interests of China as a rising power. Another is China's Belt and Road Initiative to construct a nascent China-centred world order. The third is the China model and self-image promotion in the developing countries. There are many forces that have driven or constrained China's big power ambition. This collection focuses on two sets of forces. One is China's domestic politics and economic incentives and disincentives. The other is China's geo-political and geo-economic interests. These forces have both motivated and constrained China’s big power ambition. The chapters in this book were originally published in the Journal of Contemporary China.

The Huawei Model

In 2014, France lost part of the control of its nuclear power plants to the United States. Frédéric Pierucci, former senior executive of one of Alstom's power company subsidiaries, found himself at the heart of this state scandal. His story goes to the very core of how he plotted the key features of the secret economic war that the United States is waging in Europe. And after being silenced for a long time, he has decided, with the help of journalist Matthieu Aron, to reveal all. In April 2013, Frédéric Pierucci was arrested in New York by the FBI and accused of bribery. The US authorities imprisoned him for more than two years - including fourteen months in a notorious maximum-security prison. In doing so, they forced Alstom to pay the biggest financial penalty ever imposed by the United States. In the end, Alstom also gave up areas of control to General Electric, its biggest American competitor. Frédéric's story unpacks how the United States is using corporate law as an economic weapon against its own allies. One after the other, some of the world’s largest companies are being actively destabilised to the benefit of the US, in acts of economic sabotage that seem to be the beginning of what's to come.

The Changing Face of Management in China

The Routledge Companion to Reward Management provides a prestige reference work and a state-of-the-art compilation, mapping out contemporary developments and debates on rewarding people in employment, and how they relate to business, corporate governance and management. Reward management stands at the interdisciplinary interface between economics, industrial relations and HRM, industrial psychology and organisational sociology, and
increasingly corporate governance incorporating debates around equity and fairness in and around the employment relationship and wider capital-labour relations. In recent years, trade union decline and widening differentials between those employed at the top of organisations have generated critical commentary in the popular media which can negatively impact on social cohesion. Theoretically underpinned but practically oriented, this Companion will synthesise these trends and controversies around issues while tracing conceptual and empirical provenance, currency and future prospects. It will be an invaluable resource for student and researchers in reward management, corporate governance, management and HRM seeking convenient access to an area which is highly complex and controversial in application.

The American Trap

The Challenge of BRIC Multinationals

10 Case Studies on Chinese Companies Breaking the Mold, by professors and researchers from the Cheung Kong Graduate School of Business. The companies profiled include Huawei, Midea, Haier and Tujia.

Law and Economics with Chinese Characteristics

This book explains how Chinese firms are increasingly developing innovative capabilities and engaging in globalization. It focuses on knowledge-intensive and innovative entrepreneurial firms and multinationals, which already are – or are striving to become – world-leaders in their technologies and markets, and which do so by their use of advanced knowledge for innovation as well as their ability to act globally. The book advances related debates in entrepreneurship, innovation management, economic geography and international business.

The Management Transformation of Huawei

Huawei is a prominent company among the most successful and most internationalized in China. This book offers insights to Western readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei.

Commodity Chains and Global Capitalism

Digitalization Cases Vol. 2

The Routledge Companion to Reward Management

China is one of the fastest developing emerging economies in the world today. The country has a huge influence on a global level, both politically and economically. Despite this, very few books cover both the full range of management functions, and the key issues facing managers in this unique business environment. The Changing Face of Management in China explores the key challenges facing businesses and managers in China, across management functions, as well as across a range of sectors and organization types. Written by prominent scholars with direct experience in this market, this book adds to the existing body of knowledge by examining a range of areas of Chinese management in the context of local political, economic and social traditions, and the global economy. Part of the successful Working in Asia series, this book includes case studies that allow the voices of local managers to be heard, as well as extensive bibliographies pointing students and researchers to the most up-to-date sources of information in this important area.

Design, User Experience, and Usability. Practice and Case Studies

Latin America

'A masterful narration on the digitization of property in China.' Tan Yinglan
'Founding Managing Partner Insignia Ventures Partners, Singapore' captures the fascinating story of 'smart city initiatives' and tells you all you need to know.' Ben Shenglin
'Professor & Dean International Business School Zhejiang University, Hangzhou' smartly combines
economics, geo-politics, finance and real estate.

'Joshua Varghese; Founding Partner, Axia Real Assets, Toronto
Long-planned advances in China — in 5G, blockchain, central bank coins, and SME superapps — have coalesced into a new world of digitized, tokenized, and tradable assets. New digital mega-projects like the Blockchain Service Network, smart cities, and new foreign exchange digital rails are animating physical assets: offices, warehouses, homes, and farms. Powered by a network of sensors, AI, and distributed trust, property has digitized wings. The resulting inflow of data from every part of the 'built' world will create new industries, uproot traditional finance, and transform cities. The global trade war is not just a re-ordering of technology: it’s a re-ordering of cities. Nations which export this digital technology first will alter the digital fabric of the developing world. A digital Non-Aligned Movement is afoot! One way for the US to catch up is public-private partnerships between Silicon Valley and DC — or just 'copy' China. This book explores the many people and companies, large and small, which are blazing new trails in China’s 'Internet of Everything' to transform the way we live, buy, and move.

Multinational Management

Commodity chains link the processes of manufacturing that result in a final product available for individual consumption. This book explores the global commodity chains approach, which reformulates the basic conceptual categories for analysing patterns of global organisation and change.

HCNA Networking Study Guide

The inspirational business story of Huawei: how to grow from start up to world leader in two decades... With over 170,000 employees in more than 170 countries and regions, serving more than one-third of the world’s population, how does entrepreneur Ren Zhengfei manage a telecoms giant called Huawei? What is the secret to Huawei’s global success? In 1987, a 44-year-old man founded a telecom equipment-trading firm in Shenzhen, China, with start-up capital of $5,000. In 29 years, it grew to become the largest telecoms company in the world. This book goes behind the scenes to explore the story of what Ren Zhengfei did differently, how the company he started reached the top spot, and why Huawei is known as a “collective” and not a private company: Learn how this Chinese start up business became an international success Understand the business strategy, leadership skills and management philosophy of Huawei's entrepreneurial founder Get tips, inspiration and motivation for your own business start-up. 14 years of meticulous research and 136 senior management and employee interviews reveal how Huawei’s international business success lies in its ability to transform the intellectual elite into a band of soldiers with the same set of values and resolve, while at the same time preventing a culture of subservience. This fascinating story provides a unique glimpse into the machinations of one of the world’s most powerful companies. "The company serves as an example for many Chinese entrepreneurs striving to go global, and also presents valuable lessons for Western companies striving to integrate Eastern and Western values and ways of looking at business." - Co-author David De Cremer, KPMG Professor of Management Studies at Cambridge Judge Business School

A Comparative Case Study of Crisis Communication Strategy Between ZTE and Huawei Within China’s Telecommunications Industry

Master’s Thesis from the year 2014 in the subject Business economics - Trade and Distribution, grade: 1,0, King’s College London (Lau China Institute), language: English, abstract: In the last decade China's economic role has changed considerably. The rise of China is concomitant with the emergence of many giant Chinese corporations. Those corporations are dominating rankings of largest companies worldwide. To reinforce their economic position, Chinese companies aspire to build their own global brands, but few have been successful so far. This research paper seeks to provide an in-depth analysis of Huawei's current brand positioning in Western Europe. To what extent has Huawei been able to create a popular brand? How are Huawei's smartphones perceived in comparison to other global smartphone brands? How effective is Huawei's branding strategy? Is the Huawei brand as a Chinese brand encumbered with country-of-origin effects? To answer these questions, the author applied a mixed methods approach comprising of an online questionnaire and interviews, which have been conducted from June to July 2014. The objective of the questionnaire is to depict the big picture of the Huawei brand among Western European consumers, while the interviews aim to explore relevant issues mentioned in the questionnaire. The main findings show that Huawei's brand is not an established brand at the present moment, but rather is in a transitional stage. Huawei is perceived to have smartphones with an appealing design and sophisticated technological components, but overall lacks strong and succinct associations in comparison to other smartphone brand leaders. In addition, the COO impact and isolated branding approaches result in an ineffective brand strategy, which highlights Huawei’s need for a precise and consistent brand management.

Knowledge and Project Management
This bestselling textbook offers a comprehensive introduction to the global business environment, blending cross-disciplinary topics from sociology, politics and economics with a compelling exploration of how contemporary events relate to worldwide business practice. Truly international in scope, the book allows students to explore multiple perspectives and scenarios to prepare them for the highly globalised business operations of today. This new edition is thoroughly up-to-date, covering the profound global changes that are impacting upon how we do business, such as the rethinking of populism, the worsening of climate change effects and the rise of nationalist populism. With a new enhanced focus on the sustainability issues that challenge businesses today, applicability to real-world business practice remains the book’s core principle. Janet Morrison’s characteristically clear and authoritative writing style, combined with an unrivalled range of learning features, ensures that this book offers all of the essential tools to support skills development, critical thinking and academic insight. Ideal for undergraduate and MBA modules on the Business Environment or Business Contexts, this book is also suitable for International Business modules that offer an introduction to the issues of global economics in the context of other political, social and cultural environments. New to this Edition: - An increased focus on sustainability, covering climate change, individual and societal wellbeing, good governance and financial stability - New pedagogical features, including mini-case studies, 'Shining a Light on Business Decisions', insight boxes, video links and marginal definitions - New case studies, including more on emerging economies - Up-to-date coverage of how business reacts to key contemporary issues and controversies, such as the opioid epidemic, the plastic crisis and new appointments to the US supreme court

Global Strategy in the Service Industries

This PIBR volume examines a number of idiosyncratic elements in the internationalization strategies of BRIC MNEs and, in particular, in their relationship with home country policies.

Internationalization Strategies of Chinese MNEs

This book is a study guide for Huawei (HCNA) certification. It has been written to help readers understand the principles of network technologies. It covers topics including network fundamentals, Ethernet, various protocols such as those used in routing, and Huawei's own VRP operating system—all essential aspects of HCNA certification. Presenting routing and switching basics in depth, it is a valuable resource for information and communications technology (ICT) practitioners, university students and network technology fans.

Alliance-based Network View on Chinese Firms’ catching-up: Case Study of Huawei Technologies Co.Ltd

A prominent authority on China’s Belt and Road Initiative reveals the global risks lurking within Beijing’s project of the century China’s Belt and Road Initiative is the world’s most ambitious and misunderstood geo-economic vision. To carry out President Xi Jinping’s flagship foreign-policy effort, China promises to spend over one trillion dollars for new ports, railways, fiber-optic cables, power plants, and other connections. The plan touches more than one hundred and thirty countries and has expanded into the Arctic, cyberspace, and even outer space. Beijing says that it is promoting global development, but Washington warns that it is charting a path to global dominance. Taking readers on a journey to China’s projects in Asia, Europe, and Africa, Jonathan E. Hillman reveals how this grand vision is unfolding. As China pushes beyond its borders and deep into dangerous territory, it is repeating the mistakes of the great powers that came before it, Hillman argues. If China succeeds, it will remake the world and place itself at the center of everything. But Xi may be overreaching: all roads do not yet lead to Beijing.

Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers

International Operations Management: Lessons in Global Business uses a fascinating selection of case studies researched during the International Operations Management Project, sponsored by the European Commission, to produce a valuable view of businesses in Western and Eastern traditions. Ranging from China Post and Flextronics International (Singapore) to Electrolux, Ford, and GlaxoSmithKline, the studies link conceptual and practical approaches in five areas: international operations management strategy, sourcing and manufacturing, new product development, logistics, and networked organisations. Throughout, the authors compare the Western and Eastern approaches to business, and introduce theory to clarify the comparison and the real consequences of internationalisation. With its balance of theoretical and applied content, this volume, created from an exciting collaboration between universities and schools of management in Europe and China, serves as both a primary and supplementary source for higher level students and educators, and as a worthwhile read for interested practitioners.

Huawei
Global service-based firms are often 'born global,' and these organizations have developed integrated global strategies based on industry relationships, in order to thrive in new environments. Focusing on these global strategies, this textbook explores the workings of modern service businesses, presenting theoretical management concepts alongside illustrative examples. Original case studies from a range of global sectors, including Starbucks and Facebook, as well as broader studies, such as healthcare in Japan, provide practical insights into the art of thriving as a global business. Written by a leading expert in the field, this multidisciplinary text is a vital read for all scholars and students wishing to view strategic relationships from the focal point of service industries.

**China’s Big Power Ambition under Xi Jinping**

Huawei Goes Global provides a much-needed, comprehensive, and scholarly examination of the business environment and the striving global operations of China’s technology giant. With theoretical research, case studies, data analysis, and empirical studies, this two-volume work tells a fascinating story of internationalization in an emerging economy. As one of the most powerful Chinese companies in the global economy, the largest global telecommunications-equipment producer and a leading consumer-electronics manufacturer, Huawei is a great example of the globalization of the Chinese enterprises in the twenty-first century. In Volume I, scholars critically examine the rise of Huawei as a Chinese global enterprise from the political economy and public policy perspectives, as well as Huawei’s development strategies, innovations, and talent management. In Volume II, multiple authors carefully study the growth of Huawei from regional and geopolitical perspectives, and its corporate communication and crisis management. Within the framework of the trade conflicts between China and the US, controversies over economic sanctions, intellectual-property disputes, and espionage and cyber security concerns, this groundbreaking work makes an important contribution to both academic literature and the ongoing public discourse on Huawei. Volume II is available here: https://www.palgrave.com/gp/book/9783030475635

**Western European Consumer Perception of a Chinese Brand. An Examination of Huawei**

**The Emperor's New Road**

Reveals how Huawei has developed the ability to continually transform as a company by developing dynamic capabilities and change-supporting values.

**The Global Business Environment**

Huawei has become China’s most prominent multinational company and a leader in the ICT sector. Given unprecedented access to the company, the authors of this book examine the management transformation of Huawei from its inception in 1987 until 2019, observing in detail not only the creation of its organizational routines but also the breaking of routines across most major functional areas: Management, Product Development, HR, Supply Chain, Finance, R&D, Intellectual Property, and International Business. 'Dynamic capabilities' are central to theories of competitive advantage and this book highlights Huawei as an ideal case study for the successful implementation of change routines and change-supporting values. The chapters cover all the major change initiatives the firm has undertaken since 1996 to import best practices from the West, with the help of consultants. The insights presented in the book will be particularly interesting for academics in the field of strategy, management, and business history.

**Innovative Capabilities and the Globalization of Chinese Firms**

This book presents a rich compilation of real-world cases on digitalization, aiming to share first-hand insights from renowned organizations and to make digitalization tangible. With all economic and societal sectors being challenged by emerging technologies, the digital economy is highly volatile, uncertain, complex, and ambiguous. It confronts established organizations with substantial challenges and opportunities. Against this backdrop, this book reports on best practices and lessons learned from organizations that succeeded in tackling the challenges and seizing the opportunities of the digital economy. It illustrates how twenty organizations leveraged their capabilities to create disruptive innovation, to develop digital business models, and to digitally transform themselves. These cases stem from various industries (e.g. automotive, insurance, consulting, and public services) and countries, covering the many facets that digitalization may have. As all case descriptions follow a unified template, they are easily accessible for readers and provide insightful examples for practitioners as well as interesting cases for researchers, teachers, and students. Almost every organization is trying to figure out how best to respond to the opportunities and threats posed by digitalization. This book provides valuable lessons from those organizations that have already begun their digital transformation journey. Michael D. Myers, Professor of Information Systems, University of Auckland Digitalization
Cases provides firsthand insights into the efforts of renowned companies. The presented actions, results, and lessons learned are a great inspiration for managers, students, and academics. This book gives real pointers on the how and where to start. Anna Kopp, Head of IT Germany, Microsoft The cases compiled in the second volume of Digitalization Cases show how disruption can actively be managed. Further, long-term insights from extended success stories of the first edition highlight that courage to change pays off well. This book represents a motivation for organizations to drive their digital transformation journeys actively. Markus Richter, State Secretary at the Federal Ministry of the Interior, Building and Community and Federal Government Commissioner for Information Technology, Germany

Copyright code: 8eec03842c337dcd4f59500165c7636e