

## **SAMSUNG: INNOVATION AND GLOBAL REACH**

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In the era of the Fourth Industrial Revolution, technology companies are playing a critical role in shaping not only economic growth but also societal transformation. Among these companies, Samsung stands out as a symbol of continuous innovation, strategic foresight, and global influence.

Given the rapid development of digital technologies and the intensification of global competition, Samsung is not just a company that follows the changes, but a driving force that shapes a new reality. It combines the scale of an international player with the dynamism of an innovative leader, leaving its mark in a wide range of areas, from electronics to advanced scientific research. Samsung has evolved from an electronics manufacturer into a powerful technology ecosystem that includes microchips, artificial intelligence, 5G, robotics, IoT, and the latest energy solutions. Thanks to strategic investments in R&D, the company not only keeps up with global technological changes, but also actively shapes them, acting as a driver of innovation on a global scale. Samsung promotes sustainability through eco-design and recycling: The Galaxy S25 Ultra contains up to 100% recycled materials, and the packaging is almost entirely plastic-free. By 2027, all DX Division production facilities will be powered by renewable energy, and by 2025, they will be fully recycled without waste [1]. Samsung develops its AI by combining technical innovation with ethical principles such as fairness, transparency, and accountability. The company is implementing the AI Safety Framework for AI safety, including data management, risk assessment, and continuous monitoring, and compliance is monitored by specialised teams and international partners [3].

Samsung is investing heavily in research and development – in 2023, the amount was USD 21.2 billion – which contributes to the development of environmentally friendly and innovative solutions, with a tendency to further increase investments. Samsung's case shows how the synergy of technological innovation, consumer insight, and the localized 4P marketing drives product leadership, brand strength, and global market expansion. This approach makes the company unique in combining innovation, sustainability, and flexibility. Its model encompasses electronics, AI, and green technologies, integrating advanced solutions with ethical standards. By investing in R&D, marketing, and risk management, Samsung is shaping not only products but also the future of responsible business.

### **References:**

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