

The Implications of Samsung Group Expansion to India on South Korea Economy in 2017-2021

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Abstract

Samsung is the largest multinational company in South Korea that has successfully expanded its outreach to various countries. As a new market in the Asian continent and the second largest market for technology expansion after China, India is the current target of world technology companies, including Samsung. After successful penetration into India, Samsung is thriving for innovations by creating and developing pre-owned technology products to increase their product sales. The implication of this expansion is significant growth in South Korean economy as evident from the increasing GDP every year. This study focused on the economic implications of using a quantitative approach with descriptive statistical analysis by providing additional data in form of graphs. Samsung's successful expansion to India is marked by investments in the construction of new manufacturing plants in the Noida area, Uttar-Pradesh, and 700 billion INR worth of Samsung product sales which is the second highest in India. These results also strengthened and elevated South Korea in the field of technological development. This study concludes that Samsung has brought South Korea to the group of developed countries in the world with significant GDP growth every year from the period of 2017-2021.

Keywords: Expansion, GDP, India, South Korea, Samsung

Abstrak

Samsung adalah perusahaan multinasional terbesar di Korea Selatan yang berhasil melakukan ekspansi ke berbagai negara. India merupakan pasar teknologi terbesar kedua setelah Tiongkok yang menjadi pasar baru di benua Asia. Saat ini India tengah menjadi incaran oleh banyak perusahaan teknologi dunia untuk memasarkan produknya di kawasan Asia Selatan, sehingga hal ini menjadi kesempatan untuk Samsung masuk dan berekspansi di India. Samsung yang telah berhasil masuk ke India selalu berinovasi dalam menciptakan dan mengembangkan produk teknologi yang telah dimiliki sebelumnya guna meningkatkan penjualan produknya. Hal ini juga berpengaruh bagi perekonomian Korea Selatan, dimana dengan adanya ekspansi yang dilakukan Samsung perekonomian Korea Selatan mengalami pertumbuhan yang signifikan dilihat dari kenaikan GDP tiap tahun yang menjadi fokus penelitian ini. Penelitian ini menggunakan metode kuantitatif dengan metode analisis statistik deskriptif dengan memberikan data tambahan berupa Graph. Kesuksesan ekspansi Samsung ke India ditandai dengan adanya investasi untuk pembangunan pabrik manufaktur baru di kawasan Noida, Uttar-Pradesh, dan penjualan produk Samsung di India menjadi terbesar kedua dengan hasil penjualan rata-rata sebesar 700 miliar

INR. Hasil tersebut juga mempengaruhi posisi ekonomi Korea Selatan sehingga menjadi negara yang memiliki posisi cukup kuat dalam bidang perkembangan teknologi. Kesimpulan dari penelitian ini adalah Samsung membawa Korea Selatan menjadi bagian dari kategori negara maju di dunia dengan pertumbuhan GDP yang signifikan setiap tahun dari periode tahun 2017-2021.

Kata kunci: Ekspansi, GDP, India, Korea Selatan, Samsung

INTRODUCTION

Samsung Group is a corporate group based in South Korea. The expansion of Samsung Group has reached countries around the globe. The Forbes reported that Samsung is the number one biggest company in the world and the second top technology company (Suh & Kim, 2009).

The success of Samsung Group in business expansion is inseparable from the support of the government of South Korea and the endeavors of Samsung's key executives. The significant success of Samsung Group in market expansion is evident from the exponential sales of electronic products (network and communication chips and electronic devices) manufactured by the subsidiary companies, Samsung Electronics.

Samsung Group was established by Lee Byung Chul in 1983. In 1969, Samsung started to produce electronic goods and founded a subsidiary company named Samsung Electronics Incorporated. Since then, Samsung Group develop into a megacompany that gains support from the government of South Korea in form of funding stimulation to improve the development of Samsung production (Kim, 2011). The exponential growth of Samsung and its successful expansion to multiple countries are attributive to product innovation such as smartphones and other electronic devices that aim to achieve a greater market for technology, including India (Endrodi-Kovács, Kutasi, & Magasházi, 2018). In research by Michael J. Seth excerpted in The Asian Studies in 2013, it was stated that the economic

development of South Korea is not inseparable from a group of multimillionaires and full support from the government of South Korea since the presidency of Park Chung Hee (Schmid, 2012). It demonstrates that company expansions of Samsung Group gain full support from the government of South Korea.

Previous studies on Samsung Group by Suh & Kim, 2009 and Jitendra, 2018 only focus on the global marketing of Samsung products which has successfully supported the economy of South Korea. The history of the establishment of Samsung Group and its implications for South Korea on a global scale. Today, Samsung Group is the top donor of South Korean economics, accounting for 20% of the total national revenue in South Korea, and Samsung India is one of the biggest donors of Samsung Global company with a 10% contribution to the total profit of Samsung Group (Britannica, 2022). Therefore, this study offers a novelty in terms of the expansion of Samsung to India and its implications for South Korea. This novelty fills the gap of the previous studies which focus on Samsung's marketing strategies, the history of its establishment, and the revenue of Samsung Global.

Samsung Group continued expanding its operations towards producing telecommunication and electronic devices in foreign countries in the 1990s (Samsung, 2021).

After expanding to multiple countries in America, Europe, Asia, and Australia, Samsung starts to approach

India as the next target of the technology market to achieve a significant increase in sales of various products (Shrey & Amrit, 2018).

According to India Brand Equity Foundation, the technology market in India has started to increase exponentially since 2017 (India Times, 2019). Samsung entered the Indian market in 1995 by establishing a manufacturing company in the industrial area of Noida, Uttar Pradesh, and experiencing massive sales. Finally, in 2017, Samsung invested INR (Indian Rupee) 4.915 crore in improving production capacity in the Noida area. Samsung also built another manufacturing factory in Sriperumbudur, Chennai (Samsung India, 2021). India is a country with the third biggest growth of technology market in the world, reaching 23% growth YoY (year on year) worth 40 million USD in the third quarter of 2017 (Samsung, 2021).

According to Statista data, Samsung recorded an increase in sales between 2009 and 2016 (Statista, 2021). The sales of Samsung products increased from 10.9 trillion KRW (Korean Won) to 29.1 trillion KRW between 2016 and 2018 (Statista, 2022). This data sale is the reference of the current study on Samsung expansion. More specifically, this study discusses how Samsung's expansion to India affected the economy of South Korea from 2017 to 2021.

Globalisation Theory

Globalization is a theory that stimulates the emergence of new perspectives of the world without limit or borderless world and is used interchangeably with internationalization because both share mutual characteristics and definitions (Endrodi-Kovács et al., 2018). In the larger context, globalization refers to all activities of people around the

globe that may minimize inter-country borders and allows the accelerated exchange of information (Wade, 1996).

Globalization is a system in which economic activities, economic traffics, and economic exchanges occur at any time and the place and system which accommodate this process further encourage capitalist activities because globalization provides the door to facilitate expansion (Waters, 1995; Yang, 2018).

Globalization brings implications to the politics of a nation, and the concept of international economics implemented in a country would change with the trajectory of globalization (Armstrong-Williams, 2018). Globalization theory will be used in this study to investigate the implications of Samsung's expansion in India to the economy of South Korea. The acceptance of globalization is divided into three groups as follows.

Positive Globalist or Hyper Globalist

This concept perceives that globalization will help the community to improve its economy. The patron of positive globalization believes that the government would be the intermediary between the state capital and regional and global industry (Chang, 2012).

The patron of positive globalists also believes in the impact of economic denationalization (Suh & Kim, 2009). In this case, denationalization regards interstate boundaries are no longer relevant to the operations of international trade, thus enabling the concept of the free market. In their development, corporates or companies are perceived as the representatives of the positive globalist group as an embodiment of global capitalism which is the main actor in generating economic denationalization (Solakoglu, 2016).

Negative Globalization or Pessimist Globalist

Negative globalization perceives globalization as a form of western colonialism that offers no significant contribution to the public economy (Perry-Globa, Weeks, Zelinski, Yoshida, & Colyer, 2007; Cook, 2019). In addition, globalization is regarded to have the capacity to remove authentic cultural values. These pessimistic globalists reject globalization because they believe that globalization imposes people to embrace culture and ideas birthed from globalization and override the original ideas and characters of their respective countries (Waters, 1995)

Skeptical Globalization

Skeptical Globalization regards globalization as simply a myth that has existed since the 19th century along with economic development, and that the national government remains to play a role in determining the success of a country's economy (Kim, 2011). Additionally, skeptical globalists believe that economic globalization is no longer the world economic globalization, but rather a regional-oriented economy (Steger, 2009; Bray, 2015). In other words, economic globalization is centralized in developed countries where industrial areas are experiencing exponential growth, such as the United States and Europe, and therefore, globalization may not necessarily occur in all countries (Held, 2004)

In this study, the authors are taking the perspectives of positive globalists or hyper-globalists because this group considers the role of government as the intermediary of the successful globalization movement to other countries. Therefore, hyperglobalism is the proper viewpoint for investigation in this study.

International Business Theory

According to Griffin, international business is a transaction activity involving two or more countries and related stakeholders such as companies, regional governments, or both, that have agreed on the respective commercial transaction (Luke, 2007). Business international can be the parameter of the economic growth of a country.

Economic growth is defined as the development of the economic state of a country compared to the previous period and is calculated with several indicators related to the economic issues in the society (Raghunath dan Rose, 2017). The indicators include state revenue, per capita income, the workforce and the level of unemployment, and the poverty rate of a country (Brand, 2019). Economic growth can be measured with different indicators, but the rule of thumb is the GDP (Gross Domestic Product) and GNP (Gross National Product). This present study focuses on GDP to investigate the GDP of South Korea in the expansion of Samsung Electronics to foreign markets. GDP itself is defined as the total value of a market from finished goods and services produced in a certain economic period. There are three ways to measure GDP: expenditure approach, income approach, and value-added approach (Chang, 2012).

GDP is considered one of the best single parameters to measure social welfare (Kim, 2011) because GDP can simultaneously calculate per capita income and total state expenditure for economic goods and services (Jain, 2018). GDP consists of several product indicators like goods and services and is one of the crucial indicators of the economic condition of a country in one period of time, either on a current price or a constant price basis (Mankiw, 2017).

A country's economy is considered to grow when the current GDP is higher than that of the previous month. In contrast, when GDP declines, the state economy is bare of growth (Mankiw, 2017). The proper method of GDP calculation must have three approaches according to Jackson and McIver (2001) supported by a study by Gregory Mankiw (2016), namely:

Expenditure approach:

$$GDP = C + I + G + (EX-IM)$$

Note:

C: *Consumption* or the amount of money paid by the community to purchase consumption goods like food and gas fuel.

I: *Investment* is the amount of money paid by a business sector for expansion purpose

G: *Government* is the amount of money paid by the government of a country to support the state economy.

EX-IM: Export minus Import is the formula to calculate the value of export and import generated from other countries to support the economic activities.

Income approach:

$$GDP = TNI + ST + D + NFFI$$

Note:

TNI: *Total National Income*, the total national revenue generated from all sectors.

ST: *Sales Taxes*, the tax implemented by the government for any goods and service purchases

D: *Depreciation*, the amount of assets based on their useful life

NFFI: *Net Foreign Factor Income*, the discrepancy between total per capita income and the revenue generated outside of their country and total revenue of foreign people and foreign countries in the home country.

Value-added approach:

$$GDP = \text{Sum of all value added to products during the production of a process}$$

Note: The total gross value of goods and services + the amount of public consumption.

These three GDP approaches have their formula but this research focuses on the expenditure approach which is the most appropriate to reveal the implications of Samsung's expansion to India on the economy of South Korea. The variables of the formula in the expenditure approach can calculate the investment or capital of a company to expand its business. Similarly, Andolfatto (2005) and McConnell, Brue, & Flynn (2008) state that investment is an expenditure for business capital (Martell, 2007).

International expansion inevitably affects the economic growth of a country, especially the growth of GDP. The international expansion marks the success of a sustainable domestic business through the increased GDP of a country through the export sector and expansion of business assets (Appiah-Adu and Bawumia, 2016). In this case, expansion can be performed internally by returning assets, or externally by a business merger (Raghunath and Rose, 2017). Activities included in the business expansion are the extension of business capital gradually and periodically, recruitment of new personnel, merging with other companies, and facility extension (Armstrong-Williams, 2018). Expansion is divided into three: business expansion, credit expansion, and market expansion.

Business expansion refers to the activities of merging or combining, acquiring or buying a company, hostile

takeover, leveraged buy-out, or taking over through debt (Chang, 2012).

Credit expansion is a corporate activity of credit top up to put more capital into business expansion.

Market expansion refers to activities to encourage consumers to use products, which include opening a business in a new place, opening a branch in a city or different area, or using products to reach out to more consumers. In an implementation, Samsung Electronics has practices expansion and investment by establishing a manufacturing factory in the industrial area of Noida in India, which affects the sales of Samsung products in India. This research would analyze the implications of Samsung's expansion to India on the economy of South Korea by looking at graph data on sales and per capita income of the industrial sector in South Korea.

Research Method

This research used qualitative methods and descriptive statistical analysis. Descriptive statistical analysis is defined as a method to describe the variables of a study (Chang, 2012). This method aims to gather and process data to present it in better forms (Sachari, 2003). Quantitative research presents numerical data or numbers that can be measured systematically using tables or calculations (Sugiyono, 2015). Descriptive statistical analysis in this study can answer the question of how Samsung's expansion can occur at such a fast pace that it enlarges its factory in Noida, Uttar Pradesh, and India and what implications the expansion has on the economy of South Korea. The data of this research are presented in the graphic.

RESULT AND DISCUSSION

The Development of Samsung Electronics in South Korea

Samsung is a multinational and multiindustrial company based in South Korea. Founded in 1938 by Lee Byung Chul (Samsung, 2022), Samsung originally sold dry food products, such as instant noodles and dried fish because the economy of South Korea hit the rock bottom due to Korean War. As the war ended in 1953, Samsung started to expand its business to other sectors like insurance, security, and retail (Korea Partner, 2022).

Samsung industry continued to grow and in 1969, Samsung started to set its foot on the electronic business and establish its own electronic company with the brand Samsung Electronics Incorporated. Since then, Samsung developed at a faster rate, gaining full support from the government of South Korea to expand its business to a national scale (Han Gil, 2014). In addition to electronics, Samsung started branching out to the shipbuilding, textile, construction, and petrochemical industry, and establish some subsidiaries including Samsung Heavy Industries, Samsung Techwin, and Samsung Shipbuilding (Britannica, 2022). Since the 1970s, Samsung has been developing until the death of Lee Byung Chul in 1987, then he was succeeded by his son, Lee Kun Hee (Lev-ram, 2013).

Under the leadership of Lee Kun Hee, Samsung is divided into different business groups, namely Samsung Group (heavy industry, electronics, petrochemicals), Shinsegae Group (retail and department store), CJ Group (food, entertainment, logistics), Hansol Group (telecommunication and paper) (Warman, 2013). However, at some point, these four business groups decided to stand independently in 1991. Since then, Hansol Group, Shinsegae Group, and CJ Group are

no longer affiliated with Samsung (Britannica, 2022). In addition, Lee Kun Hee has successfully brought Samsung to global expansion on a sustainable basis and acquired multiple companies to reinforce the position of Samsung in each country (Samsung, 2022).

South Korea once suffered economically due to the Korean war, and even in 1950, South Korea was recorded as the poorest country in the world (USC Public Diplomacy, 2014). In that era, the President of South Korea, Syngman Rhee was committed to fundamental changes that later prove to have significant effects on the economy of South Korea. The policies implemented by President Rhee include initiating changes in the education sector which enabled children to access an elementary school which further benefits the country (Korea Society, 2021). Also, since 1961, many high-profile citizens of South Korea have sought education in foreign countries and returned to South Korea as an educated workforce (Korea Society, 2022).

However, not long after that, President Rhee was dethroned and President Park Chung Hee overtook his leadership (USC Public Diplomacy, 2014). Under the presidency of Park, South Korea made a 5-year plan for economic growth by utilizing the Economic Planning Board organized by the technocrat to manage the monetary and banking system in South Korea and provided credit for the public and businessmen (Rahman, 2015). In 1973, President Park instructed his people to shift the target of economic development by focusing on six industrial sectors: steel, chemicals, metal, machinery, electronics, and shipbuilding (Samsung, 2022). As a result, Samsung branched out to ship industries and built Samsung Shipbuilding (Savitz, 2013).

In 1997 monetary crisis hit Asia and caused an economic crisis in Asian countries, including South Korea. The government debt crept upward due to massive credit offered to enterprises to expand their businesses (Warman, 2013). The escalating amount of debt forced Korea, under the presidency of Kim Dae Jung, to carry out major reforms by suggesting the chaebol or the tycoons cut down their subsidiaries and instead focused on the main business (Savitz, 2013).

Global Expansion of Samsung Electronics

Under the leadership of Lee Kun Hee as the successor of Lee Byung Chul, *Samsung* has carried out expansion to many countries in the world. The initial expansion of Samsung started in 1981 where a subsidiary company was established in Germany (Samsung Newsroom, 2012). In 1982, Samsung started the expansion by building television assembly factory in Portugal, and the assembled products were exported to European countries like Denmark, Netherlands, England, and Germany (Samsung Newsroom, 2012). Samsung decided to enter European market and started television manufacture in the same year in Portugal because of three reasons: a low rate of television distribution in Portugal, many productive-age workforce with low wage, and Portugal's new membership in the European Community (EC) (Samsung Research, 2022).

Asian market was not overlooked by Samsung; in 1985, Samsung founded a factory in Tokyo and focused on increasing sales in Asia up to 1996. In the same year, Samsung built a semi-conductor factory in Austin, Texas (Samsung Research, 2022). Before 1996, *Samsung* had expanding its

market to Asian markets by building some towers like Petronas Tower in Malaysia, Taipei 101 in Taiwan, and Burj Khalifa in the United Arab (Samsung, 2022).

Samsung expansions keep going to European land. In 2000, Samsung established the center for technology development of digital television set-top boxes in Warsaw, Poland (Lev-ram, 2013). Samsung also penetrated the South Asia market in the early 1990s and started the first television manufacture in Noida in 1997, which coincided with the Asian monetary crisis, and started mobile phone manufacture in 2005 (Samsung Newsroom India, 2018).

In addition to expansion and establishing manufacturing plants, Samsung practiced acquisition to some local companies in multiple countries such as Israel's Genia Color Technologies in 2007 and acquired shares of Clairvoyante Inc. in San Francisco in 2008 (Crunchbase, 2022).

Expansion of Samsung Electronics to India

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As a megacompany, *Samsung* is one of the major contributors to economic development in South Korea (Samsung, 2022). Today, *Samsung* has acquired 33% of the global market for electronic goods and mobile phones and contributed around 20% of the total GDP of South Korea (Samsung Research, 2022). The economic development of South Korea, in addition to gaining full support from the government, provides opportunities for business actors to pursue product innovation and export their products to all international markets (Dominguez and Mazumdaru, 2016).

Samsung has made India a prominent market for technology because India is now implementing specific requirements for any products or technology companies attempting to penetrate the country's market (Muchhal, 2021). Samsung's Centre for Development was initially built in Sriperumbudur and Bengaluru but now has expanded to Noida, Uttar-Pradesh to produce electronic goods (Reuters, 2022). Samsung invested 4,915 crores to build the factory in an industrial area of Noida (Samsung Newsroom India, 2018).

Samsung started its business journey in India in 1995 during the early days of economic liberalization and globalization which was initiated in 1991. Ever since Samsung has been targeting India to establish a manufacturing company in Sriperumbudur; as a result, Samsung India is now reportedly the biggest mobile phone and electronics company in the country with two manufacturing facilities, five R&D centers and one center for design, 200,000 retail outlets, 70,000 employees, and over USD 10 billion worth revenue (Samsung Press Release, 2020).

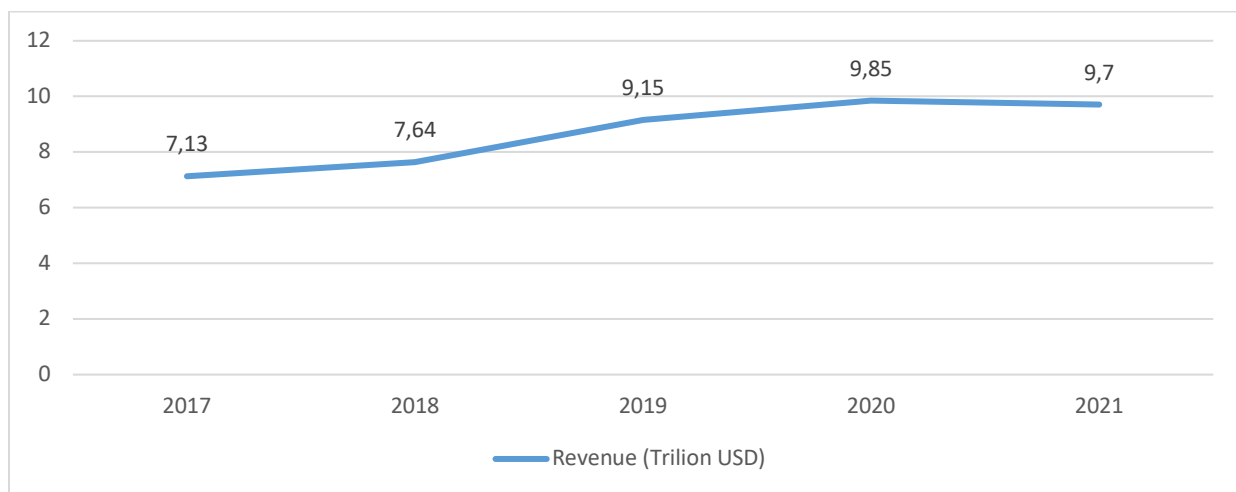
The Implications of Samsung Electronics Expansions on the Economy of South Korea in 2017-2021

Samsung has successfully marketed various products in India and become the second top-selling company with a new investment worth 4,915 crores and an annual sale of over 700 billion INR. As reported by India Times based on data from Statista, between 2016-2020 Samsung India experienced a significant increase of up to 470 billion INR (2016), 570 billion INR (2017), 611 billion INR

(2018), and 731 billion INR in 2019, and 787 billion in 2020 (Statista, 2022). However, the revenue declined in 2021 to 775 billion INR (Statista, 2022).

Meanwhile, South Korean revenue between 2017 and 2018 experienced a relatively significant increase, respectively from USD 1.62 trillion to USD 1.72 trillion, but the next two years started to decline to USD 1.65 trillion and USD 1.64 trillion due to the pandemic, but then in 2021, it rebounds to USD 1.8 trillion (Statista, 2022).

Despite experiencing a decline in revenue annually, Samsung remains the second top company in leading technology and communication innovation. The graph below shows data on Samsung product sales in India between 2017 and 2021 generated from Statista and Research Counter Point (Statista, 2022). Between 2017 and 2021, Samsung India gained revenue (in USD) up to 7.13 trillion, 7.64 trillion, 9.15 trillion, 9.85 trillion, and 9.70 trillion, respectively (Statista, 2022). A significant increase in revenue occurred from 2019 onwards

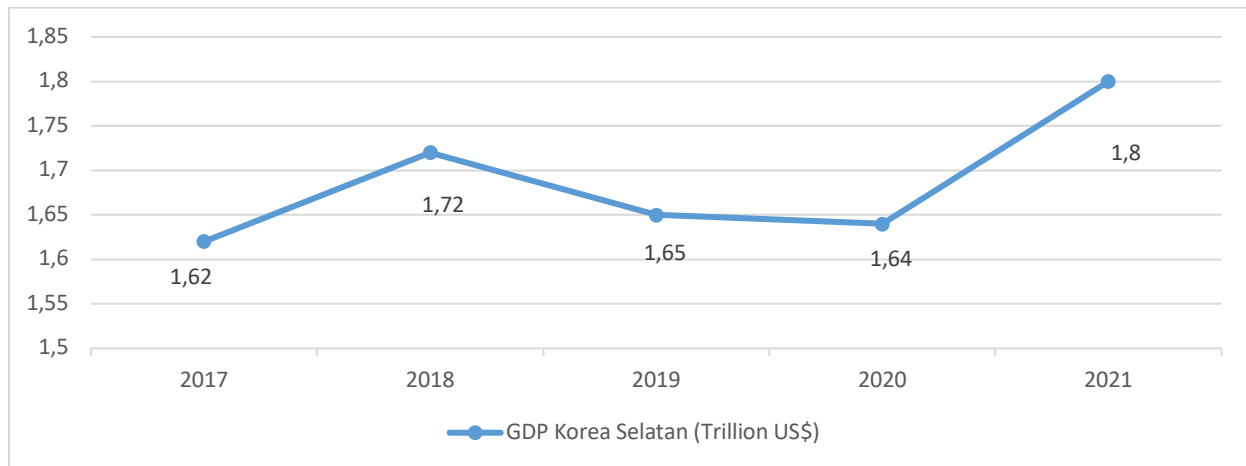


Source: Statista, 2022

Figure 1.
Samsung Sales Data in India 2017-2021

Samsung has branched out and controlled the technology market in India and it affects the increase of South Korea's GDP. The GDP increased significantly since 2017, which is partly attributed to

Samsung's expansion and product marketing around the globe, especially in India. The following graph is the data obtained from Statista and Research Counter Point (Statista, 2022).



Source: Counter Point Research, 2022

Figure 2.
GDP Growth in South Korea, 2017-2021 (Trillion US\$)

Graph 2 shows that the GDP of South Korea has increased significantly since 2017. It is supported by multinational companies in South Korea that have expanded their business to many countries. Samsung Electronics is among many successful companies to achieve business expansion and growing markets. Accordingly, by targeting India which is currently the biggest technology market, Samsung is considered to have made the right decision to further product innovation and increase their sales, and therefore, gained substantial profits and growth in state revenue.

State revenue of South Korea has grown relatively exponentially, as evidenced by the state per capita income since the 1990s when South Korea started business expansion of both local and national companies to many countries. Along the way, per capita income in South

Korea is calculated from multiple industrial sectors such as automotive, creative industry, machinery, electronics, communications, and others. Samsung has owned the biggest business in telecommunications and electronics and strived to produce innovations to reach foreign markets. Also, Samsung contributes the biggest portion of South Korea's GDP with an average percentage of 20% (Samsung, 2020).

South Korea's revenue since 2017 has experienced relatively significant growth. The graphs illustrate per capita income from multiple business sectors, including electronics and telecommunications. The increased revenue of South Korea is inseparable from the role of multinational companies that have expanded their business to many countries, including Samsung Electronics to India (Samsung India, 2021).

Perceived from business development, Samsung Electronics has grown relatively fast since its first expansion in the 1980s. Samsung is also the first company in South Korea that branched out and sought expansion by building manufacturing plants in foreign countries (Samsung Newsroom, 2021). It is evident from the average annual revenue of around USD 180 trillion from 2017 to 2021. Between 2017 and 2018 Samsung earned USD 183.21 trillion and USD 186.26 trillion, respectively. The COVID-19 pandemic outbreak in 2019 negatively affected businesses around the globe, including Samsung which suffered from declining revenue and only managed to earn USD 176.34 trillion. However, the trend started to go upward again in 2020 in which Samsung recorded revenue of 180.92 trillion, and USD 213.75 trillion in 2021 (Statista, 2022).

Samsung's expansion Samsung to India also contributes to Samsung's revenue at the global scale, because India is the current biggest market for technology. Samsung's revenue in India has been stable and scored profits at a gradual increase each year (India Times, 2021). Between 2017 and 2021, Samsung India earned USD 7.13 trillion, USD 7.64 trillion, USD 9.15 trillion, USD 9.85 trillion, and USD 9.70 trillion, respectively (Statista, 2022).

When observed from Samsung's global revenue, Samsung India plays a significant role in the global profit, accounting for approximately 10%. While other Samsung subsidiaries also contribute to global profit, Samsung India particularly maintains product innovation to meet the needs of the Indian community which results in exponential growth in Samsung product sales (Samsung Newsroom, 2021).

CONCLUSION

Samsung Group is a company group based in South Korea that successfully expands its business to countries across the globe. This success is inseparable from the full support of the government of South Korea and the endeavors of the key executives at Samsung company to implement the concept of globalization from the positive globalist or hyper-globalist perspectives. Using a quantitative method and descriptive statistical analysis, the authors present data on Samsung sales in India between 2017 and 2021 and data on South Korea GDP between 2017 and 2021.

In addition to the expansion of Samsung company by building manufacturing plants, Samsung also acquired some local companies in multiple countries. The establishment of production factories has significantly contributed to the operation of Samsung Group on at global scale. The expansion within India itself also plays a considerably important role because India is now the second-biggest technology market in the world and the biggest one in South Asia. Samsung earned relatively increasing revenue between 2017 and 2021. The revenue in 2017 and 2018 was 7.13 trillion and USD 7.64 trillion, respectively, and then increased significantly to USD 9.15 trillion (2019) and USD 9.85 trillion (2020) before it declined slightly to USD 9.70 trillion in 2021. The implication of this revenue growth in India has brought a similarly significant increase in South Korean GDP since 2017 to which Samsung India is one of the top contributors.

The growth of South Korea's revenue is relatively significant between 2017 and 2021. In 2017 and 2018, the GDP of South Korea was USD 1.62 trillion and USD 1.72 trillion, respectively, then it slightly

declined to USD 1.65 trillion (2019) and USD 1.64 trillion (2020) but managed to rebound to USD 1.8 trillion (2021). When observed from Samsung's global revenue, Samsung India plays a significant role in the global profit, accounting for approximately 10%. While other Samsung

subsidiaries also contribute to global profit, Samsung India particularly maintains product innovation to meet the needs of the Indian community which results in exponential growth in Samsung product sales.

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