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**Like Boats Against The Current of Change**

A man, who was so bad at math that he was rejected from college twice, denied from working in Kentucky Fried Chicken, and failed running his first own business, is now the richest man in China.Jack Ma, founder of the largest internet shopping mall in the world Alibaba.com, became the richest man in China after his firm went public in NewYork Stock Exchange. A college dropout, who built a web page to manage university's alumnis, is now one of the youngest billionaires in the world, and his service called 'Facebook' is used by more than 20% of the whole world's population. These stories shed a light on how dynamic, and globalized this world has become of. Online mall in China becomes public in NewYork, and a service for Harvard University spreads world wide in only 10 years. Yet, not all firms are prepared for these sudden turn of tables. Korea also had a very similar service to Facebook called Cyworld, but they are now nearly out of service due to Facebook. More importantly, it isn't only huge firms like Alibaba or Facebook that is affected by the world we are facing. Individuals should also be prepared for this world. To be prepared for such change, we should know what exactly is happening behind the 'dynamic world' we are facing at?

I believe the first reason behind such movement is the sudden burst of technology. Who would have imagined people having access to the Internet even away from their computers? This technology has given birth to, or greatly improved many services like Snapchat and Twitter. This technological boom isn't only restricted to smart phones. VR(virtual reality), drones, 3D printers, artificial intelligence, and many more innovations are waiting to bloom. For example, Google has even set up a project named GoogleX, which includes a secret lab that does research on 100 far-fetched technologies that will almost certainly become common in the near future. Some say that these days, there is nothing left to invent. However, a new invention leads to many more possibilites, instead of reducing them. Technologies mentioned above, like virtual reality, will lead to new business models in entertainment and media businessies. 3D printers will bring a new level of DIY(Do It Yourself) to customers and manufactures alike. A new technology will lead to newer technology and services, making this world unpredictable, making what seemed new outdated at an instant.

Moreover, the high level of globalization is making this world even more unpredictable. Until recently, globalization was only limited to huge firms. Only the firms that had enough resources to invest on foreign channels were able to globalize. These days, however, globalization has trickled down to the individual level, facilitated by enhancement in technology. People are using Facebook or Instagrams to communicate with foreigners, and friends abroad, instead of local SNS like Cyworld. People are using foreign online malls to purchase imported goods directly at a lower price. People learn foreign language, and work abroad, in a wider market. Not only do firms make choices on their international strategies, but also customers and individuals make choices. The stage for everyone has just gotten bigger and more complicated, hence the rapid change, and the unpredictability.

Finally, although limited to South Korea, there is an important change in social structure that is going to impact us all in near future, in the most unpredicted way. Thanks to medical services, people's life expectency is increasing every year. Yet at the same time, due to economical hardships more and more people are giving up marriage, or giving up kids. Many people are not able to afford high priced real estates, or unable to unafford high educational fees. This has led to a gradual decrease in newborn babies. Economists expect that by 2016, the number of productive population will start decreasing. And by 2020, Korea will face a 'population cliff' where the number of total population will decrease. They expect that this will lower demand on every good on the market, which in turn will decrease overall income, which will again lower aggregate demand.

All of these phenomena, in some ways pose a threat to individuals, who are relatively powerless to the sudden current of change. They have no choice but to watch while what they believed to have potential, like their job, become outdated by new technology and foreign competitors. They have no choice but to watch while their domestic market size shrinks. And yet, if well prepared, such threats of change can also be an opportunity.

To begin with, such threats are why I am double majoring in technology, especially Computer Science, a totally different area compared to my Business major. I have chosen Computer Science because out of many state-of-art developments, those that implement Computer Science seems to be most applicable, and around us. Not to mention phones or cars, but even simple things light bulbs will soon have softwares that facilitate environment-friendly efficient lighting. Having a view, notion, and vision about the Computer industry and its future would greatly guide me in this world of uncertainty.

Moreover, I have chosen computer science because it is easy to globalize. When I was in high school, I once volunteered at a library for the blind. I would type printed books to text files so that it could be processed by a computer and translated to an audio book, or to Braille. Before working there, I used to volunteer at a nearby community center for the children, dusting and cleaning rooms and bookshelves. Although it was a meaningful time, I always thought it was a pity that my service would only help those nearby. On the other hand, what I did at the library was very motivating because for every book I typed, there would be many people, all over the country, who would learn and benefit from it. After realizing this, I then decided to somehow work in a business that provides beneficial services around the globe. Now, the environment is just providing the oppourtunity for me to do so.

Yes, the Korean market size is getting smaller. But why worry when the whole world is open for globalization? The world as a whole is a very huge market, full of opportunities. The more and more globalized the world gets, the meaning and importance of domestic markets will decrease. More firms, even small ones, will have to compete globally regardless of their nationality. So, the uncertainty and the threat of 'population cliff' in Korea can become a stimuli for more firms to go abroad. Although such level globalization at the early stage business could be harmful, it can also become an opportunity to evolve, instead of stop evolving in the local market.

To sum up, the unpredictability caused by technology, globalization, and decrease in population can actually be a stepping stone. A stepping stone that will help myself launch a IT-based start up that aims to provide services world-wide. So, what should we do in such an dynamic, unexpected environment, which has been facilitated by technology and so on. And this environment has led me to try to build a company of my own. In a era of uncertainty, where everything changes it seemed like a good idea to settle inside a cruise, a huge firm or a government position. If I chose to sail on a smaller boat of my own, although I might have to suffer from the waves, I can go further with the right wind. Also, I realized failing while I was in charge would be a much better experience than failing with someone else in charge. Day by day, the world is changing rapidly, due to the rapid enhancement in technology, and transactions that are made globally between countries, firms, and individuals. One day, a firm launches smart-watches and the other day a firm that deals with electric cars opens up their patents. I found opportunity in such environment, and decided to

So, just like what Fitzgerald wrote in, Great Gatsby, I will beat on, like boats againts the current, fighting my way up to the world.

1. Email Submission

Send your report to both [2015snussb1@gmail.com](mailto:2015snussb1@gmail.com) & [sunnykim@snu.ac.kr](mailto:sunnykim@snu.ac.kr)

Use either docx or pdf file.

Make sure your **title for the email** is same as the **name of this file**:

[Special Topics in Business Administration] Final Paper (Full Name)

**Due by June 12th, Friday 10am sharp. Late submissions without excuse will be penalized.**

2. Printed Copy Submission

Hand in the printed version of your report.

There will be a submission box outside Room #322 Building #58 where you can drop it off on the due date below.

**Hand in your printed copy anytime from 10am to 12pm on June 12th, Friday.**

*If you wish to hand in your copy earlier, you may submit it to TA during last class (6/5).*

*Please make sure you have completed* ***both submissions****: email submission & printed copy submission.* 