**Schuh, A. (2011). “ESET: From Living Room to Global Player in Antivirus Software” (pp. 550-554).**

**Questions**

1. How could entrepreneurs in Slovakia create a leading global player in the antivirus software industry?
2. How did ESET achieve a rapid growth?
3. Identify similar cases to ESET’s success.
4. From a resource-based view, what are ESET’s sources of competitive advantage?
5. From an institution-based view, country of origin images reflect the view and perceptions of potential customers regarding the rules of the game in the country of origin. How does this affect companies in Central and Eastern Europe?
6. How did ESET overcome cultural and institutional distance?
7. What can companies do to address negative country of origin perceptions?
8. What practical implications can you draw from this integrative case?

**Chang, S. J. (2008). “Wannabe Global”. In Sony vs Samsung: The Inside Story of the Electronics Giants’ Battle for Global Supremacy. John Wiley & Sons.**

**Questions**

1. Compare Sony’s global strategy with Samsung’s global strategy in terms of nature, rationality & motive.
2. Identify what problems Sony faced in internationalizing their business.
3. Clarify why losing control over overseas subsidiary is not so good in general. What happened to the cases of Sony & Samsung in terms of trade-off between centralization & decentralization in the multinational business network.
4. Draw three possible managerial implications based on this paper.