

The Significance of Organizational Failure Based on the Instance of Samsung Lions Case

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Abstract : Korea baseball experts reckoned Samsung Lions as the best baseball team. It has the unparalleled records of winning first place in the pennant race for five straight years from 2011 to 2015 and winning the Korean series for four years in a row from 2011 to 2014. However, the team made an unbelievably miserable record of ninth place in the pennant race in 2016 and 2017. How come the strong competitive superiority has gone and what kind of slump made the team how it is now. This study investigates this organizational failure case of Samsung Lions, the professional baseball team in Korea. What factors have brought the organizational failure to Samsung Lions? Based on an in-depth examination on how a league-fore-runner drastically lost its competitive superiority, this verifies the necessity of risk management to which common corporations as well as sport teams can be subject at any time in these days.

Keywords : Samsung Lions, organizational failure, baseball, slump

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