

# Alibaba A Case Study On Building An International

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### **Alibaba A Case Study On**

Alibaba conducted a record-breaking IPO six years ago on the New York Stock Exchange and is now valued at over \$500 billion. The firm, founded by Jack Ma and others, is now the most valuable Asian public company, as well as the world's largest ecommerce company and seventh most valuable firm. In a paper recently posted on SSRN, *Alibaba: A Case Study of Synthetic Control*, we explain how this giant firm is controlled.

### **Alibaba: A Case Study of Synthetic Control**

CASE STUDY - ALIBABA The primary subject matter of this case concerns the challenging nature of international business. Secondary issues examined include unique business strategies and issues of

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corporate governance. Summary The Chinese company, Alibaba, is changing the way global business is conducted.

## **CASE STUDY - ALIBABA**

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The revenue of the Alibaba Group is running high, since they achieve more sales than their competitors Ebay and Amazon.com together. Alibaba is the first company to make market information and data available for free to all the users, all over the world. Customers/providers of goods can expand the reach of their business quickly.

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5-2 Case Study: Alibaba.com: A Born-Again “Born Global” Firm? Review the attached case study file. Then, research Alibaba's current business, entrepreneurial history, and the industry it operates in.

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## **Alibaba: A Case Study of Synthetic Control by Jesse M ...**

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