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## ***ABOUT US***

WHITE BLACK LEGAL is an open access, peer-reviewed and refereed journal providededicated to express views on topical legal issues, thereby generating a cross current of ideas on emerging matters. This platform shall also ignite the initiative and desire of young law students to contribute in the field of law. The erudite response of legal luminaries shall be solicited to enable readers to explore challenges that lie before law makers, lawyers and the society at large, in the event of the ever changing social, economic and technological scenario.

With this thought, we hereby present to you

# **THE GREAT FALL OF NOKIA LESSONS FROM A MOBILE COMPANY GIANT**

AUTHORED BY - KARAN AGGARWAL

## **Abstract**

This documentary chronicles the rise and fall of Nokia, once a dominant force in the mobile phone industry. It examines the various factors that led to Nokia's decline and transition to other industries. By analyzing historical data, research data, and expert opinions, this article is designed to provide valuable advice to companies in a fast-paced business environment.

## **Introduction**

The fall of Nokia is a story of both triumph and tragedy in technology and business. Once hailed as a global brand for mobile innovation and business leadership, Nokia's rapid decline serves as a warning to industries navigating the volatile landscape of disruptive technologies. Nokia has been the undisputed champion of the mobile phone industry for over a decade with its forward-thinking products and unwavering commitment to quality and understanding. Inconsistencies in customer preferences.

However, this message changed quickly and unexpectedly as the mobile phone industry changed around the world. The advent of smartphones, with their touch-screen interfaces and app-driven ecosystems, has challenged Nokia's dominance in ways its executives and loyal customers never imagined. Nokia floundered in the face of this relentless technological development and eventually gave up its throne to more agile and new competitors.

This case study takes you on a journey to investigate the rise and fall of Nokia and uncover a complex web. The circumstances, decisions, etc. that led to his downfall. We try to learn something from the great journey of the giant company by delving into the historical course of Nokia's rise, its new breakthroughs and its ultimate failure. As we experienced the decline of Nokia, we experienced a critical period of miscalculation, the consequences of which spread throughout the technology sector.

At the core of this statement lies an important question: Is the company with strong intelligence, a history of innovation and a global footprint finally losing control of the business it once ran? In analyzing various aspects of Nokia's decline, we aim to provide a better understanding of the business in an industry where innovation and change are essential to survival.

Nokia's story is much more than a historical narrative; Learn resilience, adaptability, and the pursuit of enduring excellence. As we begin this investigation, we invite readers to join us through the rise and fall of large corporations and, in the process, glean insights that will lead to a clear path for doing business in the technological landscape.

### **Research objectives**

1. The Nokia accident investigation mission will help clarify the specific objectives and focus of research on this topic. Here are some research objectives that may guide this research:
2. Analyze historical context: Explore the historical background and events that led to Nokia's decline, focusing on key factors, business strength and global market share.
3. Identify influencing factors: Analyze and identify various internal and external factors that played a significant role in Nokia's decline as a dominant player in the mobile phone industry.
4. Evaluating strategic decisions: Evaluating the strategic decisions made by Nokia's leadership at key stages of its history, including its approach to mobile and enterprise
5. Understanding technological change: Explore technological changes and innovations in the mobile phone industry that challenge Nokia's traditional strengths and position in the business.
6. Analyze competitive strategies: Analyze the strategies used by Nokia's major competitors such as Apple, Samsung, and Google and evaluate how these strategies affect Nokia's market share.
7. Investigating leadership change: Investigating the impact of leadership change at Nokia (such as CEO change and company strategy change) on the company's departmental performance.
8. Learn about the role of ecosystem: Learn about the importance of ecosystem (app store, developer community, etc.) in the success of a mobile app and how Nokia's ecosystem compares to its competitors.
9. Measuring brand awareness: Assess how changes in brand awareness and customer sentiment impact Nokia's business and customer preferences.
10. Learn from missed opportunities: Identify and identify key opportunities or areas where Nokia could change course to avoid failure.



11. Explore the transformation after the fall: Explore Nokia's transformation from a mobile phone company to a telecommunications and technology company and consider its strategy and outcomes behind the fall.
12. Lessons for Business: The lessons and insights from Nokia's decline can be applied to other businesses facing rapid change and business disruption.
13. Predict Nokia's future: Predict Nokia's future vision in the technology and communications industry, considering Nokia's current position and business model.

### **Historical view of Nokia**

Of course, here is a summary of Nokia's history from its humble beginnings to its emergence as a global technology company:

1. Founded (1865): Nokia was founded in 1865 by Fredrik Idestam as a pulp machine in Nokia, Finland. The company started out producing paper, but many other types of businesses later emerged, including rubber, cable, and electrical.
2. Shift to the electronics business (1960s): In the 1960s, Nokia began to transition to the electronics business. In 1962, he developed his first electronic device, the pulse generator, for use in nuclear power plants.
3. Mobile Phones (1970s): Starting in the 1970s, Nokia started producing mobile phones. It has played an important role in the development of digital telecommunications technology.
4. Entry into the mobile phone market (1980s): Nokia entered the mobile phone market in the 1980s with one of its first mobile phones, the Mobira Senator. This was the first attack on mobile communications.
5. Mobile Phone Domination (1990s): Nokia's mobile phone business expanded in the 1990s. Iconic models such as the Nokia 1100 and Nokia 3310 are popular around the world, making Nokia the world leader in mobile phones.
6. Continuous Innovation (late 1990s to 2000s): Nokia continued to innovate by introducing features such as Snake, which became the signature game of Nokia phones. It also introduced the Symbian mobile operating system and introduced camera phones and smartphones.

## Emergence of Smartphone

Technological change

The emergence of smartphones had a huge impact and ultimately harmed Nokia, which had dominated the mobile phone market for a long time. Here is how the advent of mobile phones affected Nokia:

Changing customer preferences:

Nokia's strength lies in its mobile phones, which are known for their durability, durability and reliability. However, as smartphones have advanced features, touch screens and application ecosystems, consumer preferences have shifted towards more feature-rich devices.

Market Decline:

Nokia's once dominant market has declined as Samsung, HTC and others struggle to compete with smartphones from manufacturers like Apple and Android. Consumers prefer smartphones over Nokia's feature phones.

Erosion of Brand Loyalty:

Nokia has built a strong brand reputation for quality and affordable mobile phones. However, the company failed to deliver competitive smartphones, which damaged consumer confidence as consumers looked elsewhere for new devices.

Operating System Challenges:

Nokia's decision to continue using the Symbian operating system while competitors were gaining more user-friendly operating systems has proven costly for the platforms (iOS and Android). Symbian's obsolescence hinders Nokia's ability to deliver a great smartphone experience.

Loss of developer support:

Favored by larger users and more profitable retailers, developers are moving to iOS and Android. Nokia's ecosystem lacks the developer support needed to compete with competitors' diverse and growing libraries.

Financial loss:

As Nokia's phone sales fell, so did its revenue and profits. The bankruptcy affected the company's ability to invest in research and development, marketing, and strategic initiatives.

Changes:

Nokia made a change in leadership during this period, including the appointment of Stephen Elop as CEO. While Elop's "Burning Platforms" memo sought to inspire change, it also had a negative impact on employee morale and public opinion.

Strategic mistakes:

Nokia made some mistakes like partnering with Microsoft Windows for mobile phones. Although the partnership aims to strengthen Nokia's smartphone market, it will have difficulty competing with the dominance of iOS and Android.

## Competitors And Market Dynamics

Throughout its history, Nokia has faced intense competition and changing business conditions in the mobile phone and technology industry. Here's an overview of some of Nokia's main competitors and the market challenges they face:

### 1. Competitors:

- a. **Apple:** Apple has become one of Nokia's strongest competitors with its iPhone. iPhone's intuitive touchscreen interface, powerful app ecosystem and stylish design appeal to consumers looking for the ultimate smartphone experience.
- b. **Samsung:** Samsung is a major manufacturer of consumer electronics and has become a strong rival to Nokia in the smartphone market. The Samsung Galaxy series offers a variety of Android-based smartphones with different features and price points.
- c. **Android Manufacturers:** Many companies are working on Android, including Samsung, HTC, LG, and later Chinese companies such as Huawei and Xiaomi. This combination makes it difficult for Nokia to regain the smartphone market.
- d. **BlackBerry** (Research in Motion, RIM): BlackBerry is a major player in the smartphone market, known for its business-oriented devices and messaging services. Nokia competes with BlackBerry in the business space.

- e. **Sony Ericsson** is a joint venture between Sony and Ericsson that produces a variety of phones and smartphones. Although it is not as good as Nokia, it is a worthy competitor.

## 2. Market Dynamics:

- **Technological Progress:** The mobile phone industry is characterized by the advancement of technology. Nokia's early success was due to its ability to innovate, but it has struggled to keep up with its rivals in the smartphone era, especially in touchscreen technology and app ecosystems.
- **Shift to smartphones:** The emergence of smartphones is a significant change in consumer preferences. Consumers want more from a device that can handle not just phone calls but also web browsing, apps, multimedia, and email—features that Nokia initially struggled to provide.
- **War:** While rivals use iOS (Apple) and Android (Google), Nokia's choice of the Symbian operating system for its smartphones creates competition. The popularity of iOS and Android has eclipsed Symbian's potential.
- **Ecosystem:** Apple's iOS and Google's Android have developed strong app ecosystems. The availability of various applications and services is an important driver of customer preference.
- **Globalization:** The mobile phone industry is becoming increasingly global. Nokia has expanded its production and sales worldwide to cover a wide range of customers.
- **Price sensitivity:** Price sensitivity is important in emerging markets. Nokia's feature phones continue to sell well in these markets because they are affordable and durable.
- **Patent Wars:** Nokia has been involved in patent disputes with some competitors, especially Apple, which have led to legal disputes and cross-licensing agreements.
- **Market Saturation:** Over time, the mobile phone market in developing countries has reached saturation, causing companies to focus on emerging markets with growth potential.

### 3.3 Nokia's Response

Nokia's response to competitors has evolved over the years as it faces competition from many companies in the mobile phone and smartphone markets. Here is a summary of Nokia's response to its competitors:

1. **Embracing Symbian:** In the early days of the smartphone era, Nokia's response to rivals such as Apple's iPhone was to continue developing and promoting the Symbian project. While Symbian was an early pioneer in smartphone operating systems, Nokia's reliance on it became limiting as more user-friendly platforms such as iOS and Android gained traction.
2. **Building effective partnerships:** Nokia is looking for partnerships to strengthen its operations. It partnered with Microsoft in 2011 to use the Windows Phone operating system on its smartphones. The organization aims to combine Nokia's hardware expertise with Microsoft's software capabilities.
3. **Launch of the Lumia series:** Nokia, in collaboration with Microsoft, launched the Lumia series of smartphones running the Windows Phone operating system. Lumia devices are praised for their good design and camera technology. Nokia tried to differentiate itself in the market by focusing on camera technology, especially with the Lumia 920.
4. **Investment in R&D:** Nokia continues to invest in research and development (R&D) to improve its products. This includes efforts to improve Symbian's user interface and functionality, as well as innovations in camera technology.
5. **Shift to feature phones:** Nokia continues to produce and sell feature phones, especially in emerging markets. The phones are known for their affordability and durability, allowing Nokia to maintain a presence in a market where smartphones are rare.
6. **Licensing deals:** After selling its equipment and services division to Microsoft in 2014, Nokia focused on licensing its brands to other companies. Finnish company HMD Global was granted a license to produce Nokia-branded smartphones, allowing Nokia to maintain its position in the smartphone market.
7. **Shift to network infrastructure:** Nokia will shift its focus to telecommunications, network solutions, and licensing technologies. It strengthened its position in the telecommunications field by purchasing Alcatel-Lucent in 2016.

8. **Patent Enforcement:** Nokia engages in patent enforcement activities, including litigation and cross-licensing, with certain competitors. This helps generate revenue from its extensive patent portfolio.
9. **Targeting Emerging Markets:** Nokia recognizes the potential of emerging markets and targets them with a range of affordable phones and smartphones designed to suit local tastes and needs.

#### **4. Factors contributing to Nokia's decline**

Many factors caused Nokia's decline as a dominant player in the mobile phone market:

1. **Slow to respond to the smartphone revolution:** Nokia has been slow to adapt to the smartphone revolution. Despite entering the smartphone market early, competitors such as Apple and Android-based manufacturers still rely on Symbian functionality, although they have announced many good customers and have useful smartphones.
2. **The operating system has no competition:** Nokia's Symbian operating system is outdated in terms of user experience, application ecosystem and functionality. The company's decision to stick with Symbian instead of dealing with rival operating systems like iOS or Android left the company in a bad light.
3. **Ecosystem and App Store:** Nokia is trying to create an ecosystem and app store. While Apple's App Store and Google Play have many applications, Nokia's Ovi Store cannot compete, resulting in a lack of popular and important applications on Nokia devices.
4. **Leadership change:** The leadership change at Nokia, including the appointment of Stephen Elop as CEO, led to a major shift in strategy. Elop's "ignition platforms" memo and subsequent collaboration with Microsoft were intended to bolster Nokia's smartphone business, but ran into difficulties in implementation.
5. **Competition:** Intense competition from Apple, Samsung and Android-based manufacturers has left Nokia at a disadvantage. These competitors have introduced innovative devices with touch-screen interfaces, advanced features, and robust application ecosystems that have

attracted customers' attention.

6. **Innovation gap:** Nokia is considered to be lagging behind in innovation, user interface and display technology. Consumers increasingly prefer products with attractive designs, clear visuals and ease of use.
7. **Developer support:** Developers tend to prefer iOS and Android platforms, leaving Nokia devoid of popular apps. A thriving developer community is critical to the success of a smartphone platform, but Nokia is struggling in this area.
8. **Changing Consumer Expectations:** Consumer expectations are changing rapidly due to strong demand for touch-screen devices, multimedia features, and access to a variety of applications. Nokia has been slow to meet these changing preferences.
9. **Bad luck:** Nokia did not have the chance to invest in new models. For example, the adoption of capacitive touchscreen technology, which has become standard in smartphones, has been slow.
10. **Wrong idea:** Nokia's good decisions, such as collaborating with Microsoft's Windows Phone operating system, face problems in the competitive market. Adapting to new systems and ecosystems has proven difficult.
11. **Patent disputes:** Nokia has had patent disputes with its competitors, leading to legal disputes and cross-licensing agreements. While this generated some revenue, it also diverted resources and attention away from the core business.
12. **Global economic crisis:** The global economic crisis of 2008-2009 affected consumer spending and mobile phone sales, impacting Nokia's financial performance over a significant period.
13. **Leadership and organizational challenges:** Nokia faced internal challenges related to leadership change, organizational development and culture change, which affected employee

morale and productivity.

These features, combined with the changing business environment, caused Nokia to move away from its dominant position in the mobile phone industry. Finally, the company shifted its focus from mobile phone production to marketing and technology licensing.

## **5. Transitions from phone to network**

Nokia's transformation from a major mobile phone manufacturer to a company focused on telecommunications and technology services is a response to the changing business environment of printing technology. Here are the details of how this change occurred:

1. **Microsoft Sales and Services Division (2014):** The most important step in Nokia's transformation was the sale of its products and services to Microsoft in 2014. This division includes Nokia's smartphone business, telephone business and related services and forms the basis of Nokia. Nokia's mobile phone business.
2. **Focus on Nokia Networks:** Following the sale, Nokia shifted its focus to Nokia Networks, a company involved in telecommunications and technology solutions. Nokia has a long history of connected devices, and this move allows the company to benefit from its expertise in this field.
3. **Acquisition of Alcatel-Lucent (2016):** In 2016, Nokia completed the acquisition of Alcatel-Lucent, one of the important players in the mobile device industry. This acquisition strengthened Nokia's position in the networking industry and made it one of the largest networking companies in the world.
4. **Expansion of 5G technology:** Nokia focuses on developing and delivering 5G technology solutions, including radio access, core network infrastructure and services. The worldwide rollout of 5G networks offers Nokia growth opportunities in the communications space.
5. **Diversified services:** Nokia has expanded its product offering to include services related to network design, optimization, management services and software solutions for business



owners. This differentiation aims to offer end-to-end solutions to customers.

6. **Leveraging patents:** Nokia continues to use its extensive patent portfolio to generate revenue through licensing agreements and patent operations. Its intellectual property remains valuable in the technology industry.
7. **Investment in R&D:** Nokia continues to invest in R&D to maintain its position at the forefront of communications technology. This includes advances in areas such as 5G, cloud connectivity, and network automation.
8. **Partnerships and Alliances:** Nokia forms partnerships and collaborations with other technology companies to improve its products and services. These partnerships aim to provide solutions for mobile users and businesses.
9. **Geographic expansion:** Nokia is expanding its global footprint by serving customers in different regions, including emerging markets where demand for mobile services is growing.
10. **Focus on sustainability:** Nokia emphasizes sustainability in its operations and products as part of a global effort to reduce the impact of technology on the environment.
11. **License type:** Nokia licenses its brand to other companies, allowing them to manufacture and sell Nokia-branded devices such as smartphones. This approach allows Nokia to maintain its presence in the consumer market without the need to produce its own devices.

The shift from mobile phone manufacturers to network and technology services providers is a business strategy response to the outcome of technological change. This allows Nokia to continue to be a leader in telecommunications and take advantage of the opportunities presented by the rollout of 5G networks and the growing demand for the best solution.

## **6. Analysis of Nokia's recovery strategies**

Facing problems in the mobile phone industry, Nokia used many strategies to adjust and update its position in the technology industry. These ideas aim to strengthen the company's strength in

communications, technology solutions and innovation. Here are some important ideas from Nokia:

1. **Focus on 5G technology:** Nokia is very important in terms of 5G technology. The company has invested in the research and development of 5G solutions, including radio applications, core networks, and software services. This focus is based on the growing demand for 5G networks worldwide,
2. **Acquisition of Alcatel-Lucent:** The acquisition of Alcatel-Lucent in 2016 expanded Nokia's presence in the telecommunications industry. It allows Nokia to offer a wide range of products and services to business owners and businesses.
3. **Service Diversification:** Nokia has expanded its services to include network design, optimization, hosting services, and software solutions. These services are designed to provide end-to-end solutions to customers and help telecom operators optimize their network performance.
4. **Good cooperation and cooperation:** Nokia has entered into cooperation and cooperation with other technology companies to improve its products and services. Partnerships with companies like Microsoft and Google expand Nokia's reach and capabilities.
5. **Expansion into the business market:** Nokia has expanded its business focus from mobile phone dealers to consumer businesses. The company provides business solutions by providing business solutions including manufacturing, transportation, utilities and public safety.
6. **Sustainability Initiatives:** Nokia has integrated sustainability into its operations and products. The company is committed to reducing its environmental impact and helping customers build better partnerships.
7. **Monetizing Intellectual Property:** Nokia continues to leverage its extensive patent portfolio by accepting licensing and patent transactions. These strategies can generate revenue and help protect the company's intellectual property rights.

8. **Geographic Expansion:** Nokia has expanded its global presence to serve customers in many geographies, including emerging markets where telecommunications demand is growing.
9. **Cloud-native networking:** Nokia is investing in the development of cloud-native networking, which is essential for the development of 5G and the deployment of network automation and virtualization.
10. **Brand Licensing:** - Nokia licensed its brand to other companies, allowing them to manufacture and sell Nokia branded products such as smartphones. This approach helps Nokia maintain its position in the consumer market without the need to develop devices.
11. **Investing in R&D:** -Nokia continues to invest in R&D to maintain its position at the forefront of communication technology. This includes advances in areas such as 5G, artificial intelligence and network automation.

This turnaround strategy reflects Nokia's commitment to innovation, flexibility and customer-friendly approach as it seeks to reposition itself as a leader in business communications and business solutions.

## **7 Comparative case studies**

Nokia vs Apple

### **Introduction:**

This study explores the rivalry between Nokia, the long-time leader in mobile phones, and Apple, a groundbreaking new product that is revolutionizing the industry. Copy with iPhone. It examines the two companies' strategies, their strengths and weaknesses, and the impact of their competition in the mobile technology space.

### **Return:**

Nokia: Nokia has a long history in telecommunications with its strong phones in emerging markets. However, it had difficulties transitioning to the smartphone era and faced competition from rivals.

Apple: Known for its new products, Apple entered the mobile phone market with the iPhone in 2007. The iPhone's touch interface, application ecosystem, and stylish design changed the entire industry.

## **Key Points:**

### **Innovation and Product Development:**

Nokia: Known for its innovative phones in the past, Nokia was criticized for the slow pace of innovation in mobile phones. Although the Symbian operating system was successful in the past, it is now out of date.

Apple: Apple's iPhone changed the game with the development of the touch screen, incredible functionality (iOS), and the App Store that attracted the attention of developers and consumers

### **Ecosystem and Application Programs:**

Nokia: Nokia's Ovi Store has struggled to compete with Apple's App Store and Google Play, and Nokia smartphones have lacked popular apps.

Apple: Apple's ecosystem, including iCloud, iTunes and the App Store, builds customer trust and a strong developer community.

### **Brand and User Experience**

Nokia: Nokia is known for its durable and reliable phones, but Apple's focus on design and user experience resonates with customers looking for modern, quintessential phones.

Apple: Known for its excellence and consumer-focused products, the Apple brand has become synonymous with innovation and status.

### **Market Trends and Competition:**

Nokia: Nokia's market share has fallen as competitors such as Apple and Android-based manufacturers have gained ground in the smartphone market.

Apple: The iPhone gained significant clout in the smartphone market by competing directly with high-end Nokia products

Culture and strategy: >Nokia: A change in leadership (including the appointment of Stephen Elop as chairman) and CEO) led to the transition to Microsoft's Windows Phone operating system. This change has its challenges.

Apple: Under Steve Jobs' leadership, Apple maintained its vision and continued to innovate in both hardware and software.

**Understand:**

Nokia struggled to regain control of the smartphone market and eventually sold its products and services to Microsoft in 2014.

Apple continues to grow and become one of the most profitable companies in the world, thanks mainly to the continued success of the iPhone and its ever-expanding product line.

The example of Nokia and Apple shows the importance of innovation, change, and customer satisfaction in the technology industry. Despite Nokia's strong legacy, it did not respond well to the impact of the iPhone, leading to a decline in business and ultimately a change in focus. Apple's relentless focus on design, user experience, and integrated ecosystem has made it a global technology hub.

This study highlights the importance of staying ahead of industry trends and meeting the changing needs of consumers to gain a competitive advantage in the technology industry.

**Nokia vs Samsung****Introduction:**

This study examines the intense rivalry between two global technology giants, Nokia and Samsung, with different strategies and advantages, vying for dominance in the mobile phone market. It explores the opportunities, successes and challenges in a rapidly changing business.

**Return:**

Nokia: Nokia has a long history in telecommunications, known for its powerful phones and early entry into the smartphone market. However, it faces difficulties in adapting to changing conditions.

Samsung: South Korean holding Samsung entered the mobile phone market with the aim of feature-rich Android-based smartphones. Product diversity and production capacity are increasing rapidly.

**Highlights:****Product Portfolio:**

Nokia: Nokia leverages its expertise in hardware to offer a range of feature phones and smartphones. Iconic models such as Nokia 1100 and Nokia 3210 are praised for their durability and simplicity.

Samsung: Samsung has launched a wide range of Android smartphones that appeal to various

markets, from budget to premium. These ideas allowed him to gain a wide range of customers.

### **Operating System:**

Nokia: Nokia initially used the Symbian operating system for its smartphones, but the operating system became obsolete in the face of competition from iOS and A: Samsung uses the Android operating system and benefits from Google's application ecosystem and widespread use.

### **Innovation and Design:**

Nokia: Nokia has a history of innovation but is having trouble transitioning to mobile phones. Its design has often been criticized as conservative.

Samsung: Focusing on design, Samsung has created mobile phones with the right size, nice features and beautiful design that attract the attention of consumers.

Nokia: Facing competition from Apple and Android manufacturers, Nokia's business is declining. It has lost its leadership position in the smartphone market.

Samsung: Samsung has become a leader in the smartphone market, especially Android, by competing directly with Nokia smartphones.

### **Brand Loyalty and Awareness:**

Nokia: Nokia has a good brand reputation for quality and reliability but faces challenges in changing customer preferences.

Samsung: The Samsung brand resonates with consumers, especially in Asia, and is known for providing feature-rich smartphones.

### **Global reach:**

Nokia: Nokia has a global reach and a strong reputation in many markets, especially emerging markets.

Samsung: Samsung used all its manufacturing capabilities and distribution network to expand worldwide and reach more customers.

Nokia's efforts to regain control of the smartphone market led to the sale of its hardware and services division to Microsoft in 2014.

Samsung continues to grow and become global . To be one of the smartphone companies with different products that accommodate different content and customer preferences.

### **Conclusion:**

Nokia vs. Samsung emphasizes the importance of change, innovation and brand awareness in the technology industry. Despite its long history, Nokia has faced challenges in responding to the evolution of the smartphone and changing consumer preferences. In contrast, Samsung's product differentiation, focus on Android smartphones, and innovation have earned it a dominant position in the global smartphone market. Nokia vs Samsung

### **Nokia vs Blackberry**

#### **Introduction:**

This research explores the competition between Nokia and BlackBerry, two companies that pioneer the mobile phone and smartphone industry. It explores their different ideas, strengths and challenges when trying to run a business.

Then:

**Nokia:** Nokia has a strong track record in mobile phones and premium phones for their quality and durability. It entered the smartphone market but faced difficulties in adapting to the touchscreen era.

**BlackBerry (RIM):** BlackBerry is known for its business-focused smartphones that offer secure messaging and email. He holds important positions in business and government affairs.

#### **Highlights:**

**Product Highlights:**

**Nokia:** Nokia has a wide range of products, from mobile phones to smartphones. The Lumia series runs the Windows Phone operating system and is designed to compete in the smartphone market.

**BlackBerry:** BlackBerry focuses on the smartphone market in terms of security, email integration, and physical QWERTY keyboards.

#### **Operating System:**

**Nokia:** Nokia initially used the Symbian operating system on its smartphones, but later used Microsoft's Windows Phone operating system and faced integration problems.

BlackBerry: BlackBerry developed its own operating system, BlackBerry OS, which is praised for its security features.

### **Innovation and Design:**

Nokia: Nokia has a history of innovation, but its move towards touch phones has been criticized for conservative design and inferior marketing than its rivals.

BlackBerry: The BlackBerry maker is known for its physical QWERTY keyboard, but is facing difficulties in transitioning to a touch screen.

### **Business and Competition:**

Nokia: Nokia's business is in decline as it faces stiff competition from Apple, the maker of iPhone and Android.

BlackBerry: BlackBerry is facing problems in the consumer market, competing with iPhones and Android devices. Its stronghold remains business and government.

### **Brand Image and Perception:**

Nokia: Nokia has a strong reputation for reliability and durability, but has faced difficulties rebuilding its brand in the smartphone era.

BlackBerry: BlackBerry is known for its secure messaging service and customer service, but its image brand faces challenges breaking into the mainstream business.

### **Global Market:**

Nokia: Nokia has a strong global presence, especially in emerging markets where phones are still popular.

BlackBerry: BlackBerry is available in companies and government agencies around the world, but it faces problems for consumers.

### **Results:**

Nokia struggled to regain its dominance in the smartphone market and eventually sold its products and services to Microsoft in 2014.

BlackBerry faced challenges as it shifted from the company's core focus to the consumer. to the market and then to software and security



## **Features:**

Nokia and BlackBerry information shows how to quickly create a player on a mobile phone. The technology industry has adapted to the challenges of changing consumer preferences and technology usage patterns. Both companies have a long history but are struggling to compete with new market makers.

This course emphasizes the importance of being fast and responsive to business trends, innovating to meet changing customer needs, and effectively reinventing your brand to remain competitive in a fast-paced market.

This study highlights the importance of speed and responsiveness in business operations when managing products and innovations to meet customer expectations.

## **8. Lessons learned**

### **Adaption to technological change**

In today's world, technological change is significant, affecting every aspect of our lives, business, and society. Here are some important reasons why technological change is important:

#### **1. Promoting economic growth:**

Technological progress is the main driver of economic growth. Innovation leads to the creation of new products, services, and businesses, creates employment, increases productivity and contributes to GDP growth.

#### **1. Increase productivity:**

Technology often increases efficiency and productivity in many areas, from manufacturing and agriculture to services and treatment. Automation and digitalization streamline processes and reduce human error.

#### **2. Drive innovation:**

Technology changes, providing new tools, platforms and capabilities. It encourages individuals and organizations to be creative, solve problems and come up with new solutions.

#### **3. Increasing the quality of life:**

Technological innovations in health, transportation, communication and other sectors have

increased the quality of life. Disaster relief, improved transportation, and modern global communications are just a few examples.

**4. Expand access to information:**

The Internet and digital technology democratize access to information. People have access to a range of knowledge, skills and opportunities for learning and professional development.

**7. Achieve global connectivity:**

Technology connects people and businesses around the world, promoting global trade, collaboration and cultural exchange. It reduces geographical barriers and supports global connectivity.

**8. Regarding global problems:**

Technological progress plays an important role in solving global problems such as climate change, environmental safety and health problems. clean for the public. New solutions help alleviate and adapt to these problems.

**9. Improved safety and security:**

Technology supports safety and security in many aspects, including disaster prediction and control, cybersecurity and surveillance. It helps protect people, communities and countries.

**10. Empowering people:**

Technology empowers people by providing tools for communication, self-expression, and work. It allows people to express their thoughts, create content and conduct business.

**11. Promote Sustainability:**

Sustainability can be promoted by using technology to improve resource use, reduce environmental impact and improve energy solutions.

**12. Increasing Competitive Advantage:**

In the business world, technological innovation often provides competitive advantage. Companies that adopt and adapt to new technologies are able to meet customer expectations

by leaving their competitors behind.

### 13. **Creation of culture and tradition:**

Technology affects culture and tradition. It changes the way people communicate, interact, and build community, leading to cultural change and change.

In summary, technological change is the driving force behind the world we live in. It fosters progress, innovation and the ability to solve complex problems. Accepting and managing technological change responsibly is important for individuals, businesses, governments and society to succeed and adapt to the changing environment.

## **Importance of ecosystem**

### **Innovation Ecosystem:**

Nokia relies on an innovation ecosystem that includes partnerships with research institutes, start-ups, and technology companies. Integrated innovation keeps Nokia at the forefront of technological advancement.

**App Ecosystem:** Nokia's success in the smartphone era depends on the strength of its application ecosystem. A strong ecosystem of developers and service providers is key to attracting and retaining smartphone users.

**Developer Ecosystem:** Nokia's developer ecosystem is essential for the development and maintenance of applications, services and software solutions for its devices. A successful developer community helps deliver diverse applications and user experiences.

**Customer Ecosystem:** Nokia's customer ecosystem includes mobile users, businesses, governments and consumers. Understanding and meeting the needs of different customers in this ecosystem is critical to successful business.

**Supply Chain Ecosystem:** Nokia operates in a supply chain ecosystem by relying on global suppliers and partners. Proper management of this ecosystem is essential for the production and timely delivery of products and services.

**Telecom Ecosystem:** Nokia plays an important role in the telecom ecosystem. Provides infrastructure, technology and services to support global communications, including 5G and beyond

**Digital Ecosystem:** In the digital age, Nokia's digital ecosystem includes software platforms, cloud services and the Internet of Things (Internet). things) solutions. These components facilitate the digital transformation of business and commerce.

**Patent and Licensing Ecosystem:** Nokia's comprehensive patent portfolio contributes to the licensing ecosystem. Licensing agreements and collaborations with other technology companies can generate revenue and encourage innovation.

**Environment and Sustainability Ecosystem:** Nokia's participation in sustainability programs and partnerships with environmental organizations demonstrate its commitment to environmental sustainability. This sustainable ecosystem is critical for corporate responsibility and reputation.

**Competitive Ecosystem:** Nokia operates in a competitive ecosystem of technology companies, including hardware companies, software providers and telecommunications companies. Understanding market dynamics and the competitive landscape is important.

**Global Ecosystem Dynamics:** Nokia's work is influenced by the global economic, political and regulatory ecosystem. Changes in international trade laws, standards and geographic areas will affect the company's business.

**Culture and Innovation Ecosystem:** Nokia operates in a diverse global context. Engaging with different cultures and supporting an innovative ecosystem can lead to better ideas and better.

In summary, the ecosystem is an important part of Nokia's business strategy and strategy. Navigating and leveraging ecosystems in a dynamic and interconnected world of technology; Innovation is vital for competitiveness and sustainability. Understanding and participating in these ecosystems is critical to Nokia's success and relevance in the industry.

*leadership and strategic consistency*

Leadership and alignment are two pillars that play an important role in the success and sustainability

of organizations in the sector. Here's why they're important:

### **The Importance of Leadership:**

1. **Vision and direction:** Effective leadership provides a clear vision and direction to the organization. It sets the tone for what the organization wants to achieve and motivates employees to work towards a common goal.
2. **Inspiration and motivation:** Leaders motivate and inspire their teams by encouraging purpose and commitment. This motivation can lead to employee engagement, productivity, and innovation.
3. **Decision Making:** Managers are responsible for making important decisions. Strong leadership ensures that decisions are effective, creative and aligned with the organization's goals.
4. **Adaptability:** In a rapidly changing business environment, leaders lead their organizations to respond to challenges and opportunities. They are adapting their strategies and operations to fit the changing business environment.
5. **Crisis Management:** Leaders are most effective in crisis management. They stay calm, make quick decisions, and lead the team through the crisis to gain stakeholders' trust.
6. **Skills:** Leaders play an important role in training and developing skills in the organization. They identify potential resources, provide training, and facilitate career development.
7. **Leadership:** Leaders create leadership. They set the tone for values, morals and behavior, thus influencing the workplace and the behavior of employees.

### **The importance of cooperation:**

1. **Alignment with Purpose:** Good alignment ensures that the organization's actions and decisions are aligned with its long-term goals. It prevents corruption and allows the organization to focus on its mission.

2. **Stakeholder Trust:** Strategic relationships build trust among stakeholders, including customers, investors, and employees. An organization gains credibility when it delivers on its promises.
3. **Allocation of resources:** Proximity rules lead to efficient allocation of resources. It allows organizations to invest in areas that support their long-term vision rather than changing their priorities.
4. **Competitive advantage:** Implementing a strategic plan will lead to competitive advantage over time. It allows organizations to continuously refine and improve their processes.
5. **Risk Mitigation:** A similar strategy can help organizations better identify and mitigate risks. By implementing risk management, organizations can better respond to challenges.
6. **Employee Satisfaction:** Employees benefit from the policy because it provides a stable and predictable work environment. They understand the company's direction and can adjust their efforts accordingly.
7. **Brand and Reputation:** Consistently providing good products or services can increase a company's brand and reputation. Customers began to trust and rely on the same experience.
8. **Long-term sustainability:** Organizations that maintain competitive relationships are better positioned to achieve long-term success. They rarely make impulsive decisions that will affect their future.

In summary, leadership and organizational strategy are integral and essential elements in achieving the organization's goals and managing their impact and progress over time. Strong leadership provides the vision and direction needed to create and implement a coherent strategy that builds trust, leads to long-term planning, and fosters growth.