

Case: Big Hit Entertainment and BTS: K-Pop Reaches for a Global Breakthrough

Preparation questions:

1. What are the innovative characteristics of K-Pop as a business model?
2. Analyze the internationalization process of K-Pop. How do K-Pop companies promote their artists in global markets?
3. How do cross-national cultural differences create barriers for the international expansion of K-Pop?
4. What can help K-Pop to appeal to international audiences? What would you recommend to K-Pop companies to overcome the cultural barriers?