

***Students: Mark Your Calendars for the Global Business Case Competition***

G-LIBER Center in association with COBA and Transportation Studies invites all SSU students to the 3<sup>rd</sup> Annual Global Business Case Competition (GBCC). The competition brings together undergraduate and graduate students to compete in a fast-pace and challenging business case study. Teams selected will be presented with a business case on October 16th. They will have 72hrs to research, analyze and develop an action plan, make recommendations and prepare their presentation to the panel. Preliminary presentations are made October 19<sup>th</sup> and top five teams will present on October 20<sup>th</sup> in Torian Auditorium. Further details for awards, mentors and groups contact:

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● **[Starbucks Closes Online Store to Focus on In-Person Experience](#)**

As customers increasingly shift their retail shopping toward e-commerce, Starbucks is bucking the trend: It shuttered its online store. The digital store stocked items like Starbucks coffee and branded accessories. The company's chief executive, Kevin Johnson, spoke on Starbucks' most recent earnings call about a "seismic shift" in retailing. To survive, he said, merchants need to create unique and immersive in-store experiences. Source: The Wall Street Journal, The New York Times. Oct 01 2017

● **[Nissan to recall 1.2 million cars in Japan over unauthorized checks](#)**

Nissan Motor Co Ltd plans to recall 1.2 million cars in Japan after it discovered final vehicle inspections were not performed by authorized technicians. The recall would cost it around 25 billion yen (\$222 million). CEO Hiroto Saikawa told reporters "We must take the registration framework and procedures seriously, regardless of how busy we may be or how short-staffed we may be".

Source: Reuters Oct 02, 2017

● **[Snapchat will now let brands create animated object like the popular dancing hot dog](#)**

In Snapchat now any brand will be able to create its own dancing 3D objects in augmented reality. Brands can buy Sponsored 3D World Lenses that will let users drop animated branded objects into their snaps. The objects can be resized, moved, and brought to life with just the tap of a finger. This is Snapchat's latest attempt to beef up on advertising revenue, and is likely to be a gold mine.

Source: Business Insider Oct 02, 2017

● **[Oracle Claims to Offer Database System at Half Amazon's Price](#)**

At Oracle OpenWorld annual conference, the company's chairman Larry Ellison has guaranteed that his company's new autonomous database technology will cost customers less than half what Amazon charges. The database guarantees nearly 100 percent reliability and availability. Amazon Web Services spokeswoman quickly answered the claims

Source: Investopedia Oct 02, 2017

**For more information contact or visit:**

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