REFERENCES

Advisors, S. (2024) 2023 China e-commerce mobile phone market annual insight, Medium. Available at: https://medium.com/@Sandalwoodadvisors/2023-china-e-commerce-mobile-phone-market-annual-insight-840cca00d 77b (Accessed: 24 November 2024).

Ajzen, I. et al. (2010) Do online reviews reflect a product's true perceived quality? an investigation of online movie reviews across cultures, Electronic Commerce Research and Applications. Available at: https://www.sciencedirect.com/science/article/pii/S156742231000027X (Accessed: 10 December 2024).

Al Putra, F.A., Prakoso, S.G. and Devi, R.S., "Made in China 2025 Initiative" and Dual Circulation Economy: Reducing Dependence on US Technology.

Chen, S., (2024). The soft power of hard tech—The "Shenzhen Model" as an ideological device. Eurasian Geography and Economics, 65(4), pp.437-458.

Chen, Y. (2024) 'Marketing strategies for Chinese smartphone brands to compete with iPhone', Finance & Economics, 1(9). doi:10.61173/91135a65.

Cheng, J., Chen, M. and Tang, S. (2023) 'Shenzhen – a typical benchmark of Chinese rapid urbanization miracle', Cities, 140, p. 104421. doi:10.1016/j.cities.2023.104421.

Counterpoint Research (2024) China Smartphone Shipments Market Share. Available at: https://www.counterpointresearch.com (Accessed: 1 December 2024).

Gao, L. and Zhang, Y., (2024). Mobile Device Industry in China: A study on Chinese mobile device industry from an ecosystem point of view.

Harwit, E. (2023) 'U.S.-China 5G competition, the economy-security nexus, and Asia', Journal of Chinese Political Science, 29(3), pp. 417–432. doi:10.1007/s11366-023-09879-7.

Hilland, A. and Devadoss, S. (2013) 'Implications of yuan/dollar exchange rate for Trade', Journal of International Trade Law and Policy, 12(3), pp. 243–257. doi:10.1108/jitlp-11-2012-0017.

Huang, Q., Wang, B. and Lin, J., (2024). The risk spillover between geopolitical risk and China's 5G, semiconductor and rare earth industries. Heliyon.

Hui, B. (2021) U.S. punitive measures against foreign firms: A case study of huawei technologies, Handle Proxy. Available at: https://hdl.handle.net/11250/2772259 (Accessed: 24 November 2024).

IBISWorld (2024) Mobile Phone Manufacturing in China. Available at: https://my-ibisworld-com.ezproxy.mdx.ac.uk/cn/en/industry/4014/at-a-glance (Accessed: 15 November 2024).

Jichen, L., "The Use of 5G Communication in China".

Kalinin, A. et al. (2024) 'Emerging markets decoded 2024', SSRN Electronic Journal [Preprint]. doi:10.2139/ssrn.4862785.

Khalid, M.A. and Viktoria, D.V., (2023). Strategic Marketing Plan for Apple Inc. Network Intelligence Studies, pp.61-74.

Kotasthane, P. and Manchi, A., 2023. "When the Chips Are Down: A Deep Dive into a Global Crisis". Bloomsbury Publishing.

Kotasthane, T. and Manchi, P. (2023) China's rare earth export restrictions and their global impact. Available at: https://takshashila.org.in (Accessed: 30 November 2024).

Kalinin, A. et al. (2024) China's carbon neutrality ambitions and their impact on industries. Available at: http://carbonneutralitygoals.cn (Accessed: 1 December 2024).

Li, Y., Teng, Y., Wu, D. and Wu, X. (2023), "From lagging behind to going beyond: windows of opportunity and latecomers' catch-up strategies", European Journal of Innovation Management, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/EJIM-04-2023-0300

Ma, S. et al. (2024) 'Evaluation of the urban industrial coupling strategy based on the Global Production Networks Theory: A case study of the smart phone industry in the Guangdong-hong kong-macao greater bay area', PLOS ONE, 19(4). doi:10.1371/journal.pone.0300588.

McCarthy, N. and Richter, F. (2018) Infographic: 98% of Chinese internet users are mobile, Statista Daily Data. Available at: https://www.statista.com/chart/15202/the-number-of-internet-users-in-china/ (Accessed: 24 November 2024).

Ministry of Industry and Information Technology (MIIT) (2024) China's R&D Investment in 5G and AI Development. Available at: https://www.miit.gov.cn (Accessed: 1 December 2024).

Oraee, A., Pohl, L., Geurts, D. and Reichel, M., (2024). Overcoming premature smartphone obsolescence amongst young adults. Cleaner and Responsible Consumption, 12, p.100174.

PwC (2024) Made in China 2025: Policies and Impacts on Innovation. Available at: https://www.pwc.com (Accessed: 1 December 2024).

Ran, W. (2024) 'Factors contributing to the success of iphone in the Chinese market and competitive strategies', Finance & Economics, 1(9). doi:10.61173/c6e7mn29.

Richter, F. (2014a) Infographic: Domestic Vendors Stand Strong in Chinas smartphone market, Statista Daily Data. Available at: https://www.statista.com/chart/2200/chinese-smartphone-market-share/ (Accessed: 24 November 2024).

Sarangdhar, V., Awate, S. and Mudambi, R. (2024) Business model innovations in high-velocity environments, Journal of Business Research. Available at:

https://www.sciencedirect.com/science/article/pii/S0148296324003680?casa_token=58FyUs-BVJsAAAAA%3Ak8wPpPHRFoguJfi4rn0ody-MEhMaLGBgkB45NMl4_bNmMDIFzp0ZrwB-5UyaXZ4QMyad4_7E (Accessed: 16 November 2024).

South China Morning Post (2021). How Apple's loss of a small legal battle in China might spell big trouble down the road for the US tech giant. Available at:

https://www.scmp.com/tech/big-tech/article/3151160/how-apples-loss-small-legal-battle-china-might-spell-big-trouble -down (Accessed: 30 November 2024).

South China Morning Post (2021). Explainer | What are China's new data laws and their impact on Big Tech? Available at:

https://www.scmp.com/tech/policy/article/3147040/what-chinas-new-data-laws-are-and-their-impact-big-tech (Accessed: 30 November 2024).

Telese, R. (2023) China's role in the next phase of Globalization, Handle Proxy. Available at: http://hdl.handle.net/10579/23932 (Accessed: 24 November 2024).

WIPO (2023) Innovative activity overcomes pandemic disruption. Available at: https://www.wipo.int (Accessed: 30 November 2024).

Xing, Y., (2024). Innovation and China's Global Emergence. Innovation and China's Global Emergence, p.109.

Zandt, F. and Richter, F. (2024) Infographic: Samsung. Apple and Xiaomi Command half of the global smartphone market in 02 2024, Statista Daily Data. Available at: https://www.statista.com/chart/32252/global-quarterly-market-share-of-the-top-5-smartphone-vendors-by-shipped-devices/ (Accessed:24 November 2024).

I have had experience in event planning, outreach and leadership.

My event planning experience includes organisation of various events throughout high school, ranging from small student led "tuck" shops, to playing an important role in the Graduation Ceremony for the graduating batch of 2023, in my penultimate year of high school. I had the role of co-ordinating performers, and the relevant entertainment department leaders. Furthermore, I managed a cross grade mentoring program, where senior students would provide a mentorship role to their juniors based on various factors, such as academic record, background, and relationships with our teachers.

My outreach experience is less school based and relied heavily on external student led-organisations, such as Women in Action, the Dubai chapter, where I held the role of a podcast speaker, and was responsible for social media outreach. I also held the role of a Student Advocate for an AI company called Clyra, where I held a record of 43 registrations for the platform.

As per my leadership experience, I have held various positions ranging from school to Middlesex University. During my first year at Middlesex, I have served as Student Council, received the Rising Star award for my role in the Drama Club, participated in the University based competition, 'Technovation' where I had the role of the Law Representative, taken up several minute roles in the Mooting Society, previously as a Content Writer and presently a Videographer. As per my experience from school, a primary role I held was a representative of my school, at the Pravasi Bharatiya Divas convention, a yearly event held for Indian Youth which enabled diaspora to share knowledge and experiences they have gained global.