

Paper Title: Financial Implication of Motorola's Lack of Innovation
No. of Pages: 2 Pages
Paper Style: APA Paper Type: Descriptive
Taken English? Yes English as Second Language? No
Feedback Areas: Topic Development, Transitions & Fluency
Paper Goals: In Part 3, detail the financial implications to the organization related to your problem or issue, including the additional costs that may arise if the problem or issue is not resolved effectively.

Proofing Summary:

Hi, Elliot!

I'm Michael, your writing tutor for the Writing Center. I have reviewed your submission and have several suggestions that will help you revise. Please feel free to contact us through a 24/7 live writing session with any follow-up questions or for any clarification.

Below, you will find a revision plan along with margin comments within your paper. Use my suggestions as a starting point for the revision process. Note that I have not proofread the draft for minor errors, but rather, focused on larger concerns such as idea development. For a complete look at grammar and punctuation, please use the Grammarly software available under "Writing Center" in your classroom.

You have done a nice job of completing the following:

1. Your sentences are unique, varied, and even complex. This helps keep your essay fresh and interesting to read. Great job!
2. All of your sources are related to your essay's subject, which can help you keep focused and organized on the paper's thesis statement.
3. Your essay has a formal, professional tone. Great job!

For your revisions, I suggest focusing on:

1. Consider clarifying your thesis statement. Clear, concise language is needed to get the purpose of your thesis statement across to the audience. For example, you could provide a clear topic for your overall essay, as well as a list of key aspects about your topic. For more help, please follow this link:
<http://writingcenter.bridgpointeducation.com/writing-a-thesis>

2. Perhaps you could develop your topics more. This could support the goal of your paper. For example, you could provide two to three sentences of original input for each quote or piece of source material. This can help you balance out outside information with original content, namely by making your thesis statement more of your own idea rather than the idea of others. This would, in turn, help develop the topic of your body paragraphs. For more help, please follow the link below:

<http://writingcenter.bridgpointeducation.com/developing-topic>

3. You can improve the essay by smoothing out the transitions between paragraphs. Simply using the same word, phrase, or idea at the end of one paragraph and the start of the next can do a great deal of good for transitions.

Good luck in the course!

Michael
Writing Consultant

Running Head: MOTOROLA'S LACK OF INNOVATION

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Financial Implication of Motorola's Lack of Innovation

Elliot Torres

Ashford University

MGT 490

Instructor: Tika Dave

October 24, 2018

Your title page is correctly organized, providing your title, your name, your course title, your professor's name, and the submission date. Good job!

Running Head: MOTOROLA'S LACK OF INNOVATION

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Over the past recent years, Motorola has been facing critical issues in the cell-phone market. Typically, this organization appears to have lost one of the vital aspects of any business; motivation to innovate. Evidently, lack of personal innovation/creativity is not only an individual challenge but to a major extent, an organizational issue that has diverse financial implications for the organization. Profitability is mainly accrued on the ability of workers to come up with novel solutions, having self and sound comprehension and making intricate decisions (Blackman et al, 2013). Thus, if this does not take place, as in the case of Motorola, the human resource management is mandated to realize the dynamics, and more importantly, take the correct measures.

Good job with your introduction! You give enough background information in your introduction to explain the overall purpose and goal of the essay, as well as set up for the thesis statement in the paper. Well done!

Consider providing your thesis statement. Your thesis statement needs to be a specific topic that you can support throughout the main essay. For more help, please follow the link below:

<http://writingcenter.bridgepointeducation.com>

Meanwhile, unlike Motorola, the main competitors of this cell phone company such as Nokia, Samsung, and even LG are prospering; offering novel tantalizing products, which have adequately built market share. Consequently, this is Motorola's biggest challenge; a phenomenon that requires the company to innovate a winner (Blackman et al, 2013). Again, this company has a disjointed line of product characterized by varied phones, diverse styles and operating systems (OS) alongside varied user interfaces that are not aptly competitive. Therefore, failing to consolidate a few efforts and carrying them forward in a concentrated way will adversely affect its financial supply chain incorporating Motorola, the consumers, and suppliers alongside banks (Body & Ceri, 2016).

Good job with your topic sentence! It clearly and concisely states the topic of the paragraph and gives direction to said topic.

Fully incorporate all quotations so that they are introduced and followed-up with an explanation and analysis of their meaning; do not assume that your reader will understand how the quotation connects to your point. This can help you support your evidence more and develop your topics. To learn about this process, please click here:

<http://writingcenter.bridgepointeducation.com>

Essentially, Motorola company has to sufficiently address the three ominous culture dynamics: distraction and work culture alongside reactivity; facets that are interfering with its innovation (Gold, 2008). Research has it that a significant number of knowledge workers in this organization face difficulties in managing a tidal upsurge of data and daily interruptions while making decisions and applying the information where suitable (Body & Ceri, 2016). It has been

Perhaps you could focus less on your sources in the essay, or spread them more evenly around your paragraphs. That way, you could develop your topics more without relying so heavily on your outside information. For more help, please follow the link below:

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Running Head: MOTOROLA'S LACK OF INNOVATION

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argued that most of these individuals spend much of their time reacting to personal issues instead of proactively tracking as well as acting on high-effect actions. Thus, Motorola will fail to share its financial information with its suppliers as one of the corporate strategy generating cost savings for the company and its respective suppliers in areas like foreign exchange and even cash balances.

Suffice to say, Motorola does not require to play in the Linux space, since open source

will only be a principal constituent of the emerging markets. The numerous platforms of this company including Linux, Moto proprietary, Symbian and even Windows Mobile among others, define the company's real problem (Body & Ceri, 2016). It is an issue that challenges the company's management alongside creating a dilution of precious resources, thus; demonstrating why the company has faced difficulties in coming up with a fascinating product. As a consequence, they need to focus only on usability and functionality; the only puzzle piece this company is missing.

Be careful with how you transition from one paragraph to the next. You can use the same word, phrase, or idea at the start and end of your paragraphs to connect them. There are also few key words that can work best as transitional words. A combination of both can make for a smooth transition. Please follow this link for more information:

<http://writingcenter.bridgepointeducation.com/introductions-conclusions>

Good job on your topic development! You explore the topic thoroughly with a helpful example from a source to reinforce the goal of your paragraph.

Consider expanding your conclusion. A conclusion summarizes all of your topics together, reasserts your thesis statement, and clarifies why this essay is important. For more details, please follow the link below:

<http://writingcenter.bridgepointeducation.com/introductions-conclusions>

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References

Blackman, I. D., Holland, C. P., & Westcott, T. (2013). Motorola's global financial supply chain strategy. *Supply Chain Management: An International Journal*, 18(2), 132-147.

Body, J., & Ceri, S. (2016). Innovation leadership in action—Today and in the future. In *Creating Innovation Leaders* (pp. 125-141). Springer, Cham.

Gold, J. (2008 February 1). *Motorola's innovation problem*. Retrieved from
https://www.forbes.com/2008/02/01/motorola-nokia-samsung-leadership-clayton_in_jg_0201claytonchristensen_inl.html#3c35090d18e4

Consider adding the DOI or URL of your academic sources. This will make it easier for the audience to locate your sources. For more help on this, please follow this link:

<http://writingcenter.bridgpointeducation.com>

Be sure to include both the web page and web site title in your reference entries for web sources. This can make it easier to locate the sources. For more help, please follow the link below:

<http://writingcenter.bridgpointeducation.com/format-your->