

[Title Here, up to 12 Words, on One to Two Lines]

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[Include any grant/funding information and a complete correspondence address.]

Annotated Bibliography

Azriuddin, M., Kee, D. M. H., Hafizzudin, M., Fitri, M., Zakwan, M. A., AlSanousi, D., Kelpia, A., & Kurniawan, O. (2020). Becoming an International Brand: A Case Study of Starbucks. *Journal of the Community Development in Asia(JCDA)*, 3(1), Article 1. <https://doi.org/10.32535/jcda.v3i1.706>

This study examines workers' commitment to Starbucks. The authors compare Starbucks to other brands in the coffee industry and evaluate the reliability of the information presented in the study. The study found that workers' commitment is affected by various Starbucks policies. The study provides a detailed summary of the findings and includes an evaluation of workers' commitment. The study concludes that workers' commitment is essential for Starbucks to maintain its international brand. The authors use data from interviews and surveys to support their conclusions.

Compared to the other three sources, this study provides a detailed, in-depth examination of Starbucks' journey to becoming an international brand. The authors compare and contrast Starbucks' approach with other companies and provide insights into the various factors contributing to Starbucks' success. Moreover, the information provided in the study is reliable, as it is based on both primary and secondary sources. The authors conducted in-depth interviews with key stakeholders at Starbucks, as well as with experts in the fields of marketing and branding. Although the study can be biased in favor of Starbucks, as employees write it of the company, the authors provide a balanced overview of the factors contributing to Starbucks' success. Thus, the study helps better understand Starbucks' branding and global expansion approach. It has also given me a greater appreciation for the complexities of becoming a successful international brand.

Goh, S. Y., Kee, D. M. H., Ooi, Q. E., Boo, J. J., Chen, P. Y., Alosaimi, A., & Ghansal, M.

(2020). Organizational Culture at Starbucks. *Journal of the Community Development in Asia(JCDA)*, 3(2), Article 2. <https://doi.org/10.32535/jcda.v3i2.808>

The study examines the organizational culture at Starbucks. It starts with a literature review of organizational culture followed by an overview of Starbucks. The research methodology used is qualitative, and data were collected via in-depth interviews with 20 participants who are current or former employees of Starbucks in Singapore. The findings revealed four main themes of organizational culture at Starbucks: people development, customer service excellence, quality product, and brand image/reputation. The study also found that organizational culture directly impacts employee job satisfaction and organizational citizenship behavior.

Compared to other sources utilized for this field research project, this study provides valuable insights into the organizational culture at Starbucks. The information in the study was collected through interviews with employees at different levels within the company. The use of qualitative data provides a rich understanding of the topic.

However, the study is limited to only 20 participants based in Singapore. Therefore, the findings may not generalize to other Starbucks locations or organizations. The study is biased toward employees' perspectives and does not provide a comprehensive view of the organizational culture at Starbucks. Thus, despite this limitation, the study offers a detailed overview of organizational culture and its impact on employees for better understanding.

Osei-Nimo, S., & Kyaruzi, I. S. (2015). Power and Control in Knowledge-Intensive Firms: Post-Bureaucratic Firms and Enterprise Culture. *Open Access Library Journal*, 2(10), Article 10. <https://doi.org/10.4236/oalib.1101952>

This study provides an overview of the post-bureaucratic firm. The authors first define the post-bureaucratic firm as a non-hierarchical organization that relies on knowledge workers to generate new ideas and innovations. Next, they evaluate the advantages and disadvantages of the post-bureaucratic model, focusing on its impact on executive power and control. Their analysis is based on case studies of two knowledge-intensive firms: Starbucks and Google. Finally, Osei-Nimo and Kyaruzi offer recommendations for how post-bureaucratic firms can improve their governance structures.

Compared to other sources, this study compares the literature on post-bureaucratic firms and enterprise culture. The information provided in the study is reliable as it was collected from interviews with experts in the field. However, the study may be at risk of bias as it is written from the authors' perspective. Overall, this is a well-researched and thoughtful article that makes a valuable contribution to our understanding of the post-bureaucratic organization. Moreover, the authors' use of case studies is constructive in illustrating the complex impacts of this type of organization on power and control dynamics. However, the article would have benefited from more development of the implications of the findings for practitioners. As it stands, the recommendations offered at the end of the article are somewhat general and could be elaborated upon in future research. In conclusion, the information from this study provides detailed insight regarding Starbucks as a post-bureaucratic firm and that it may value enterprise culture.

Roby, L. (2011). An Analysis of Starbucks as a Company and an International Business. *Senior Honors Theses*. <https://digitalcommons.liberty.edu/honors/228>

This study provides insight into the coffee company's business model and power structure. Roby begins by briefly explaining Starbucks' history and business model. Roby attributes the success of becoming a global brand to Starbucks' focus on creating a unique customer experience and its ability to expand into new markets. The company has a centralized power structure, with the majority of decision-making authority concentrated in the hands of CEO Howard Schultz. This business model has served Starbucks well, but Roby argues that it may now be hindering the company's growth. In particular, Roby suggests that Schultz's tight control over operations has led to a decline in customer satisfaction. The author concludes by calling for Starbucks to adopt a more decentralized business model, allowing for more creativity and innovation at the store level.

The author is a professor at Northeastern University, which lends credibility to the study. The information in the study was collected through secondary sources, such as news articles and company reports. This methodology is likely reliable, as it would be challenging to fabricate information from such sources. However, it is possible that some bias could exist in the study, as the author may have certain preconceived notions about Starbucks. Still, Roby's study is a helpful analysis of Starbucks' business model and power structure. Moreover, the author provides a clear overview of the company's history and highlights the factors contributing to its success. However, the study is limited in scope, focusing primarily on Schultz's role in the company. It would be interesting to see a more comprehensive evaluation of Starbucks' business model, including its supply chain, marketing strategy, and financial performance. The study shows that Starbucks is a

complex company with a rich history. It inspires an appreciation for Starbucks's challenges as it expands internationally. Thus, this information helps in better understanding the field research on Starbucks. It also brings awareness of the potential biases that may be brought to field research.