

MEO01

TESLA, INC: WHAT DOES THE FUTURE HOLD?

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Abstract

This case explores Tesla, Inc. as a leader in the electric vehicle industry and the first company to deliver an all-electric vehicle to consumers in the modern era. There have been development challenges, company controversies, and changes in the external environment. Can Tesla maintain its market share in the global EV market amidst greater competition from the Chinese company BYD

Conference Track

Management, Entrepreneurship, and Organization