



# Cross Cultural Issues in R&D and Innovation

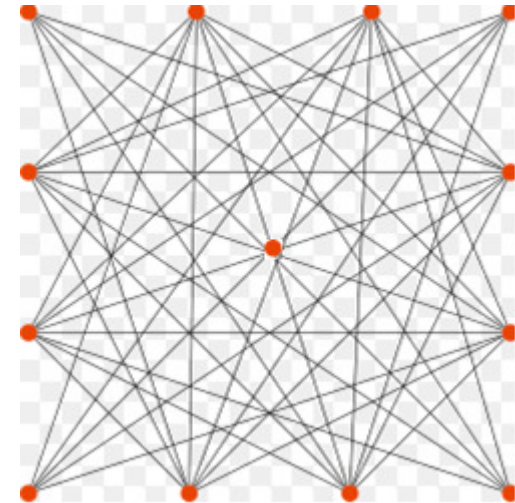
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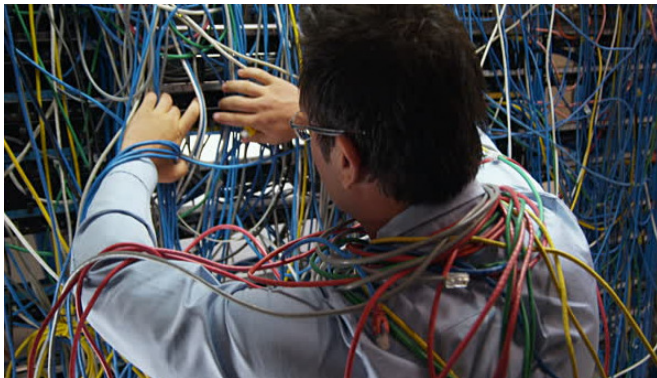
# R&D Organizations

- Design:
  - > Local Design Centers (Headquarters, such as in Silicon Valley)
  - > Remote Design Centers within the same country (such as in US)
  - > Remote Design Centers in other countries (such as in Europe, India, China)
  - > Advanced R&D (generally in HQ but can be remote as well)
- Test:
  - > Local main test development group
  - > Remote test development groups
  - > Remote mass production or final test group
- Applications:
  - > Local Applications group (Headquarters)
  - > Remote Application groups (such as software development)
  - > Remote Field Application Engineers
  - > Local and remote product definers that gather customer needs
- Partners
  - > Local and remote innovation partners
  - > Local and remote system solution partners
  - > Local and remote manufacturing and test facilities
  - > Local and remote customers: OEM's, tier 1 system developers and tier 2 suppliers



# Challenges

- Distributed and many interfaces. Hence information flow can be a chaos



- Time zone differences



# Challenges

- Cultural differences



- Language barriers



# Challenges

- Unified methodology



- R&D project management for distributed teams



- Budget issues



# Cultural differences

- Attention to detail



- Issue handling and closure



# Cultural differences

- Reaction to pressure



- Individual contribution versus teamwork



# Cultural differences

- Sense of ownership



- Relationship with colleagues and management

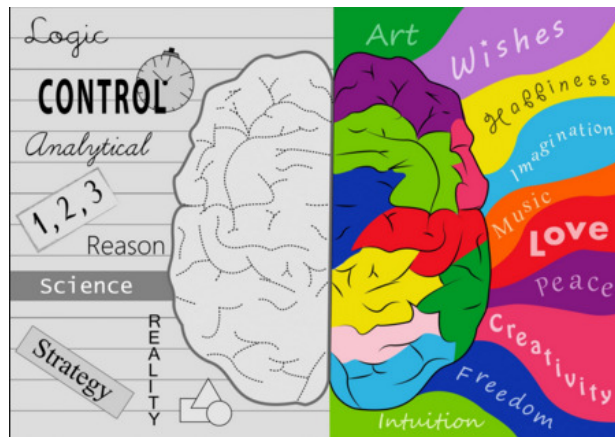


# Cultural differences

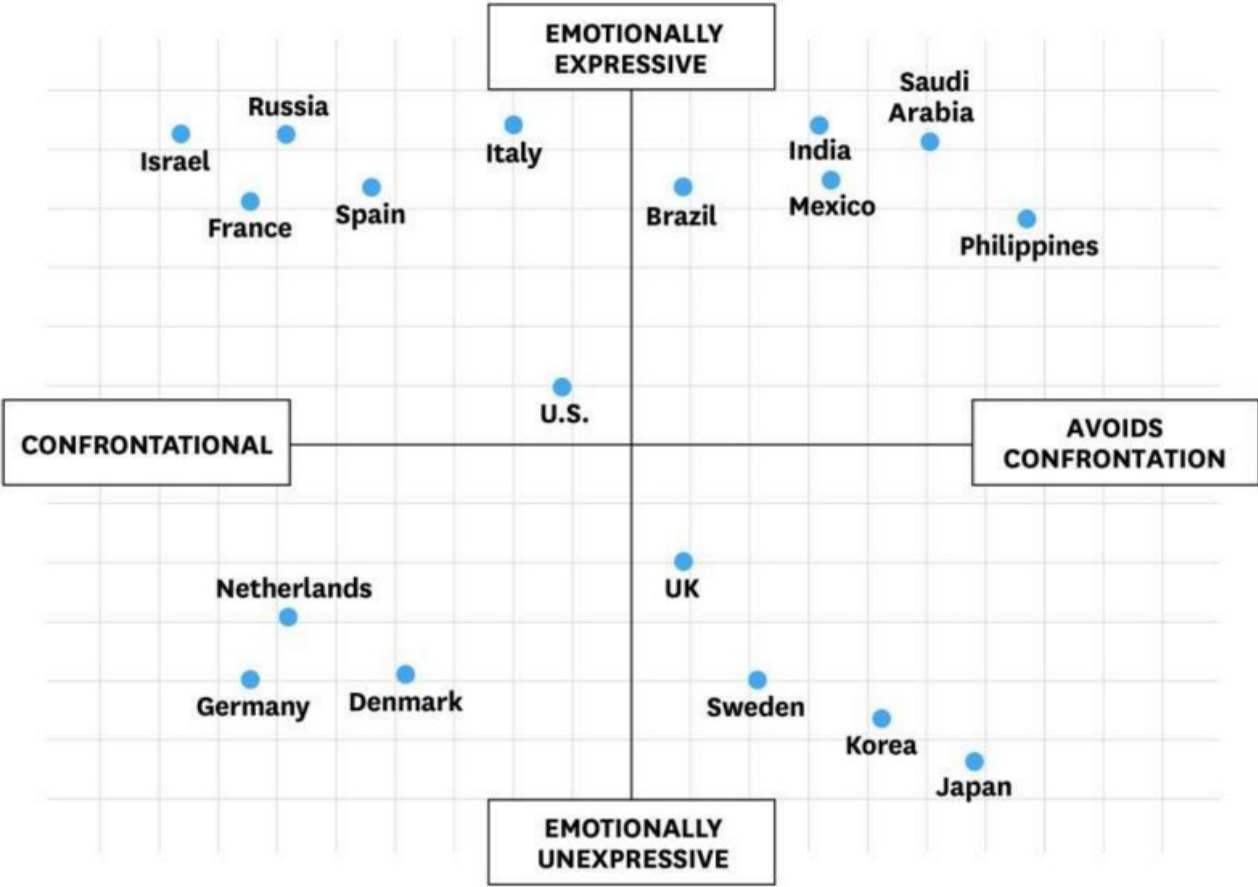
- Reaction to challenges



- Creativity versus organizational skills



# Cultural differences

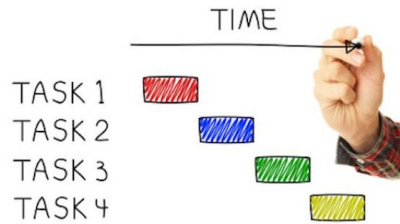


SOURCE ERIN MEYER  
 FROM "GETTING TO SI, JA, OUI, HAI, AND DA," DECEMBER 2015

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# Tools

- Professional project planning and execution



- Online Issue, action item and bug Tracking (JIRA, etc.)



- Video conferencing

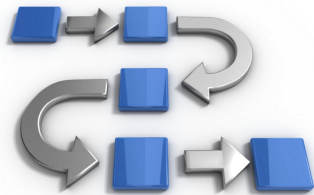


# Tools

- Cloud based collaboration



- Well established methodologies and guidelines



- Face to face regular meetings





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