C. regional-based but not regional-based collisions

Based on the information from our advisor, AI center in NYC belongs to Samsung Research which is an advanced research and development (R&D) hub of Samsung Electronics. Since Samsung Research and Samsung Electronics’s headquarters are located in Seoul, South Korea, this AI center in NYC is under the Korean system. However, there exists Samsung Research America, and its headquarter locates in Silicon Valley. This regional-based division but not regional-based collisions is confusing, and this situation is resulted by the Samsung organization structure. Two main characteristics are product-type Divisions and geographical groupings ([LEONARD EVANS](http://panmore.com/samsung-corporate-organizational-structure-characteristics-analysis)). The first characteristic emphasizes innovation for the company, so Samsung Electronics launch Samsung Research, and Samsung Research settled the AI center in New York. Samsung Research America is the product of geographical groupings.

d . Culture

Samsung as a corporate group used to have seniority culture. Although such culture can increase employee loyalty and faster speed of decision making, it limits employees to think creatively, and thus slows down the speed of innovation ([**John Dudovskiy**](https://research-methodology.net/samsung-organizational-culture-seniority-oriented-culture-needs-change/)). Now, Samsung shifted to emphasize innovation.

The culture of Samsung Research is corporation and creativity. It supports employees’ innovative ideas. In addition, self-startup is also a new culture to them, and employees independently manage and develop their ideas with funds and consulting from Samsung. NYC AI center also has this encouragingly innovative culture. According to our advisor, employees doing all research and products in their center do not need to concern about any future losses.

E.

Since Samsung Research is a Korean Culture division, this AI center mixes both Korean and American Culture. People from different backgrounds and using different languages so there exists middle person in the center. In addition, many resources in their system are written in Korean, and thus many American employees spend more time translating documents and respectively checking to ensure understand each other correctly.