Structuring new automotive industries, restructuring old automotive industries and the new geopolitics of the global automotive sector

20th Gerpisa International Colloquium

Jagellonian University
Krakow
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Bernard Jullien, GIS-Gerpisa, ENS de Cachan
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JAGELLONIAN UNIVERSITY

Institute of Geography and Spatial Management, Jagiellonian University
Gronostajowa 7, 30-387 Kraków
In 2012 Gerpisa launches its 6th international research programme on "Structuring new automotive industries, restructuring old automotive industries: the new geopolitics of the global automotive sector".

The current restructuring of the global automotive industry is being driven by extremely rapid changes in the global geography of related production, marketing and (increasingly) design activities. The changes have had variable effects at different stages of the value chain; for different companies; and in different countries or regions worldwide.

Fundamentally, they all involve interlinked processes corresponding to the structuring of new automotive industries that are more or less autonomous in comparison with their predecessors – as well as restructuring actions that affect the older automotive industries and are uneven both in terms of their form and magnitude. As part of the new GERPISA International Research programme that is currently being developed and to prepare the opening of GERPISA’s 20th International Conference, we invite social science researchers with an interest in the automotive industry to reflect upon this dual structuring/restructuring process.
Tuesday
29th of May 2012

1 - 10:00 am - Bus starts at Kopernika Str.
2 - 10:00 AM - Bus stops at Novotel Kosciuski Str.
10:30 - 10:45 AM - Bus stops at the airport

T - Railway and Bus Station
A - Park Inn Hotel
B - Sheraton Hotel
C - Radisson Blu Hotel
D - Hotel Camapnile
E - Qubus Hotel
F - Andel’s Hotel

Factory tour
Fiat Tychy
08:30 – 09:30
Welcome of participants

09:30 - 12:00
Opening and Plenary session I. The new international programme

BOLESŁAW DOMANSKI – Jagiellonian University
BERNARD JULLIEN – Ecole Normale Supérieure de Cachan
TOMMASO PARDI – Ecole Normale Supérieure de Cachan

12:00 – 13:30
Lunch

13:30 – 15:15
Parallel sessions

Session n°: 1
Managing innovation, technological change and new business models
Room :
Chair : BERNARD JULLIEN, Ecole Normale Supérieure de Cachan
1. BORGHEI, BEHBOOD, THOMAS MAGNUSSON, & DAVID BAUNER
Institutionalization of Environmental Innovation; Emissions standards and R&D Management in the heavy vehicle industry
2. AMATUCCI, MARCOS
Brazilian Flex fuel lessons to hybrid vehicles: A bridge too far?
3. BELZOWSKI, BRUCE
Total Cost of Ownership Comparison of Gasoline, Hybrid, and Diesel Vehicles

Session n°: 2
Manufacturer trajectories and strategies
Room :
Chair : TOMMASO PARDI, Ecole Normale Supérieure de Cachan
1. CALABRESE, GIUSEPPE G.
Making Fiat-Chrysler a viable carmaker
2. BALTET, GIOVANNI
Fiat as a Multinational: Strategies and Performances
3. COMMISSO, GIULIANA
Strategies of governance of the labor force in the Fiat-Chrysler: some problematic aspects

Session n°: 3
Supplier trajectories and strategies
Room :
Chair : JOSE CARRILLO-VIVEROS, El Colegio de la Frontera Norte
1. VALLEJO, BERTHA, & HUMBERTO GARCIA JIMENEZ.
Learning and Innovation Mechanisms during Transition Periods. The Case Study of the Auto Parts Industry in Mexico
2. LEE, JAEHO
The Significance of Domestic Outsourcing of Production in the Korean Automotive Industry - through comparison with Japanese “Itaku” production
3. BRANDES, OVE, STAFFAN BREGE, & PER-OLOF BREHMER
The Strategic Importance of Supplier Relationships in the Automotive Industry

Session n°: 4
A new international division of labor and changes in employment relationships
Room :
Chair : MARTIN KRZYWDZINSKI, Wissenschaftszentrum Berlin für Sozialforschung
2. BLÖCKER, ANTJE
Temporary work and work contracts in the German automotive industry
3. PROFF, HEIKE, THOMAS M. FOJCIK, & DOMINIK KILIAN
Changed competencies of European automotive companies in the transition to electric mobility – as a starting point for a survey on the effects on employment and occupational qualifications

15:15 – 15:45
Coffee break

15:45 – 17:15
Parallel sessions

Session n°: 5
Managing innovation, technological change and new business models
Room :
Chair : GIUSEPPE GIULIO CALABRESE, Ceris-CNR
1. PROFF, HEIKE, BENJAMIN JUNG, & KARL CHRISTOPH SOMMER
New business models in the transition to electric mobility
2. BAINÉE, JONATHAN
Modular approach to the electric vehicle: internal reorientation or internationalisation strategy?
Wednesday
30th of May, 2012

3. SENANEDSCH, JÉRÔME
Is The Electric Car a Disruptive Innovation?

Session n°: 6
Manufacturer trajectories and strategies
Room :
Chair : TOMMASO PARDI, Ecole Normale Supérieure de Cachan
1. KERPEN, DANIEL.
The perils of obsolescence: The case of Opel
2. JO, HYUNG JE
The Formation and Change of Hyundai Production System: An Institutional Perspective
3. FREYSSENET, MICHEL
Renault trough the crisis: commercial bets and political tensions

Session n°: 7
The emergence of new automotive industries
Room :
Chair : BOLESLAW DOMANSKI, Jagiellonian University
1. NAG, BISWAJIT, R. K. MITRA, & ASHISH GUPTA
International Production Network and Interplay of Technology in Automobile Industry: Experience of India as an Emerging Production Hub
2. DODOUROVA, MARIANA, & KEITH BEVIS
Managing Innovation in a changing industry: the role of SMEs in the European Automobile Sector
3. BAGNO, RAONI BARROS, MARIO SERGIO SALERNO, JOÃO AMATO NETO, & DEBORA OLIVEIRA DA SILVA
Innovation and technological competence building in Brazilian automotive industry subsidiaries from the perspective of inter-organizational networks

Session n°: 8
A new international division of labor and changes in employment relationships
Room :
Chair : LUDGER PRIES, Ruhr-Universität Bochum
1. VALLEJO, BERTHA, & HUMBERTO GARCIA JIMENEZ
Reshaping the Governance Compromises: The North American Auto Makers after the Bailout
2. DE MELLO, ADRIANA MAROTTI, & ROBERTO MARX
Automotive Industry Transformations and Work Relations in Brazil. What is the next step?
3. JÜRGENS, ULRICH, & MARTIN KRZYWDZINSKI
Segmentation and transitions between temporary and long-term employment. Comparison of employment relations in automobile companies in the BRIC countries
Thursday
31st of May, 2012

09:30 – 10:00
Coffee & pastries

10:00 – 12:00
Room :
Plenary session II. The prospects and determinants of the development of automotive industry in Poland/Central Europe
BOLESŁAW DOMANSKI, Jagiellonian University

12:00 – 13:13
Lunch

13:30 – 15:15
Parallel sessions

Session n°: 9
Managing innovation, technological change and new business models
Room :
Chair : JULIA HILDERMEIER, Ecole Normale Supérieure Cachan
1. CAROLE, DONADA
From Auto Industry to Electromobility Industry: What can we learn from strategic and marketing theoretical frameworks?
2. AUGENSTEIN, K.
E-Mobility as a System Innovation - An Analytical Framework
3. MEYER, THOMAS
Electric Mobility and Expanding Flexibility: How to remain innovative?

Session n°: 10
Restructuring processes affecting the European, American and Japanese automotive industries
Room :
Chair : BOLESŁAW DOMANSKI, Jagiellonian University
1. SHIOJI, HIROMI
Competitiveness of the Japanese, Korean, and Chinese Automobile Industries
2. BUNGSCHE, HOLGER
Crisis without end or crisis as a chance
3. ORIHASHI, SHINYA
Toyota’s new strategy in Eastern Japan

Session n°: 11
The emergence of new automotive industries
Room :
Chair : JORGE CARRILLO-VIVEROS, El Colegio de la Frontera Norte
1. POLLIO, CHIARA
The auto industry in Thailand: value transfer, technological dependence and relations between local and foreign capital
2. ALVAREZ, MARÍA LOURDES, & RICARDO MELGOZA RAMOS
Automotive industry in Mexico: development technological path and upgrading
3. RAMÍREZ PÉREZ, SIGFRIDO M.
Are industrial policies possible within the European Union? The case of Spain in the automobile sector (1986-2012)

Session n°: 12
A new international division of labor and changes in employment relationships
Room :
Chair : LUDGER PRIES, Ruhr-Universität Bochum
1. CAPEZZUTO, EUGENIO
Corporate restructuring and labour control: a case study from “G.B.Vico” Fiat plant
2. PROFF, HEIKE
Change in the management of subsidiaries due to increasing value competition - as a starting point for a survey on the impact on employment and occupational qualifications
3. SCHEOPLEIN, CHRISTOPH
Buyout-deals and the restructuring of employment relationships in the German automotive supplier industry

15:15 – 15:45
Coffee break

15:45 – 17:15
Parallel sessions

Session n°: 13
Managing innovation, technological change and new business models
Room :
Chair : GIUSEPPE GIULIO CALABRESE, CERIS-CNR
1. BERGGREN, CHRISTIAN
Creative accumulation in a mature industry - Understanding the current transformation of the automotive industry
2. JULLIEN, BERNARD, & TOMMASO PARDI
In the name of consumer: The social construction of
innovation in the European automobile industry and its political consequences

**Session n°: 14**
Old and new kinds of mobility, transformation of the markets, and redefinition of public policies
Room :
Chair : WEERT CANZLER, Wissenschaftszentrum Berlin für Sozialforschung

1. HILDERMEIER, JULIA, & AXEL VILLAREAL
Comparing urban electric mobility politics: Different answers to the challenge of intermodality in Berlin and Paris

2. VERVAEKE, MONIQUE
New Mobility, Industrial Design and Company Strategy: the Bleucar and the Autolib system in Paris

**Session n°: 15**
Supplier trajectories and strategies
Room :
Chair : PETR PAVLINEK, Charles University in Prague, University of Nebraska at Omaha

1. HEIM; STÉPHANE
SMEs and their Negotiated Positions in the Toyota Supply Chain

2. FRIGANT, VINCENT, STÉPHANIE PERES, & STÉPHANE VIROL
How SME place themselves in the automotive value chain? A econometric exploration of the French industry

**Session n°: 16**
A new international division of labor and changes in employment relationships
Room :
Chair : MARTIN KRZYWDZINSKI, Wissenschaftszentrum Berlin für Sozialforschung

1. HERRIGEL, GARY, ULRICH VOSKAMP, & VOLKER WITTKE
Global quality production—new patterns of transnational division of labor of German automobile suppliers

2. CASTELLANOS, JULIO
Salaries and wages in the automotive industry in Mexico in 2003 and 2008: Aguascalientes, Estado de Mexico, Puebla, Chihuahua and Coahuila de Zaragoza

3. SCEPANOVIC, VERA
(Re)producing competitive advantage: workforce skills and automobile multinationals in East Central Europe
09:30 – 10:00
Coffee & Pastries

10:00 – 11:45
Parallel sessions

Session n°: 17
Managing innovation, technological change and new business models
Room:
Chair: BERNARD JULLIEN, Ecole Normale Supérieure de Cachan

1. ARTURO LARA RIVERO
From a mechanical system to a complex adaptive system: The car case
2. SUSINDOYO, DEDY, THOMAS MAGNUSSON, & CHRISTIAN BERGGREN
Industrial dynamics in the heavy vehicle industry?
3. SALERNO, MARIO SERGIO, RAONI BARROS BAGNO, LEONARDO AUGUSTO VASCONCELOS DE GOMES, DEBORA OLIVEIRA DA SILVA, & SIMONE LARA TEIXEIRA UCHOA DE FREITAS
Innovation processes in the automotive industry: different contingencies, different processes

Session n°: 18
Old and new kinds of mobility, transformation of the markets, and redefinition of public policies
Room:
Chair: JULIA HILDERMEIER, Ecole Normale Supérieure Cachan

1. COFFEY, DAN, & CAROLE THORNLEY
Optimum Car Life in an Era of Technological Transformation: Public Policy Issues
2. FOURNIER, GUY, HENNING HINDERER, DANIEL SCHMID, RENÉ SEIGN, & MANUEL BAUMANN
The new mobility paradigm – transformation of value chain and business models
3. PROFF, HEIKE, & THOMAS M. FOJCิก
Linking battery electric vehicles with alternative mobility concepts - An exploratory analysis of consumer acceptance and willingness to pay in Germany

Session n°: 19
A new international division of labor and changes in employment relationships
Room:
Chair: ANTIJE BLÖCKER, Ruhr-Universität Bochum

1. HAUSER-DITZ, AXEL, VALENTINA MÄHLMEYER, & LUDGER PRIES
Managing Complexity: European Works Councils of Diversified Tier 1-Suppliers

11:45 – 13:15
Lunch

13:15 – 15:00
Parallel sessions

Session n°: 20
The emergence of new automotive industries
Room:
Chair: JORGE CARRILLO-VIVEROS, El Colegio de la Frontera Norte

1. WAMAN, NILESH, DANIEL KERPEN, & INGRID KLEINERT
Shaping and Transforming the Indian Commercial Vehicle Industry: A comparison of TATA Motors and Daimler India
2. NARAYANAN, BADRI G., & PANKAJ VASHISHT
Indian Auto Industry: A Global Hub in the Making?
3. IBUSUKI, UGO, ROBERTO CARLOS BERNARDES, FLAVIA CONSONI, & OSMAR MITSUO SAITO
New Brazilian Automobile Industrial Policy (Plano Brasil Maior): risks and opportunities for the sector

Session n°: 21
Managing innovation, technological change and new business models
Room:
Chair: GIUSEPPE GIULIO CALABRESE, Ceris-CNR

1. KLEINERT, INGRID
Ready for change? Electric Vehicle Technologies Challenge the German Automotive Innovation System
2. FOJCİK, THOMAS M.
Exploitation and exploration in the transition to the electric vehicles: predictors of the ambidextrous design choice - an analysis of the German automotive supply industry
3. HUA, WANG, & CHRIS KIMBLE
Development of Chinese New Energy Vehicle Industry: Business Model versus Technology Innovation

Session n°: 22
Restructuring processes affecting the European, American and Japanese automotive industries
Room:
Chair: SIGFRIDO RAMÍREZ, Università Bocconi

1. SCHMITT, ALEXANDER, & JOHANNES VAN BIESEBROECKI
The persistent role of proximity in vertical relations: Evidence from the European car industry

2. KLIER, THOMAS, & JIM RUBENSTEIN
Impact of the Economic Downturn on the Geography of Vehicle Production in Europe and North America

Session n°: 23
Manufacturer trajectories and strategies
Room :
Chair : TOMMASO PARDI, Ecole Normale Supérieure de Cachan
1. BALCET, GIOVANNI
Technological Catching up and Multinational Growth: Indian and Chinese Carmakers Compared
2. CARRILLO, JORGE, & OSCAR CONTRERAS
Strategies of Automobile Multinational Firms in Mexico and GVC
3. LUETHGE, DENISE J., MICHAEL MCDERMOTT, & PHILIPPE BYOSIERE
Transplant Automotive Clusters and the Country of Origin in the Southern States of the United States

Session n°: 24
Supplier trajectories and strategies
Room :
Chair : STÉPHANE HEIM, Université de Strasbourg
1. HAVAS, ATTILA
Suppliers' innovation strategies in Central European Countries
2. PAVLÍNEK, PETR
The 2008-2009 automotive industry crisis: Global trends and firm-level effects in Central Europe
3. DOMAŃSKI, BOLESŁAW, ROBERT GUZIK, KRZYSZTOF GWOSDZ, & MAGDALENA DEJ
The Global Automotive Industry - Past and Future

15:00 – 15:15
Coffee break

15:15 – 17:30
Room :
Plenary session III. Which road for the employment relationship in Europe?

CHRISTIAN BRUNKHORST (IG METALL) & WOLF JÄCKLEIN (EMF - POLICY ADVISOR)
AMALIA DI STEFANO (DEPUTY CEO CLEPA)
DAVID SELIGSON (SECTORAL SPECIALIST ON MANUFACTURING ILO)

20:00
Gala Dîner
GIS GERPISA
Groupement d'Intérêt Scientifique
Ecole Normale Supérieure de Cachan

MEIE (Ministère de l’Économie, de l’Industrie et de l’Emploi)
Yves ROBIN – Chef du service de l’Industrie à la DGCIS
Emmanuel CLAUSE – Chargé de mission en charge du développement

MEDDTL (Ministère de l’Ecologie, du Développement Durable, des Transports et du Logement)
Régine BREHIER – Directrice de la recherche et de l’innovation au CGDD
Jean-François SANCHEZ – Chef de la Mission transports (CGD/DRI/SR4)
Daniel KOPACZEWSKI – Sous-directeur de la sécurité et des émissions à la DGE

CCFA
Patrick BLAIN – Président du CCFA
Pierre-Louis DEBAR – Directeur économie, statistiques et transports du CCFA

CNPA
Patrick BAILLY – Président du CNPA
Sébastien BOUCHINDHOMME – Directeur du réseau territorial et de la communication du CNPA

FIEV
Claude CHAM – Président de la FIEV
Franck FONTANESI – Responsable économie et statistiques de la FIEV

ENS de CACHAN
Jean-Yves MERINDOL – Président de l’Ecole normale supérieure de Cachan

L’Université Montesquieu Bordeaux 4
Yannick LUNG – Président de l’Université Bordeaux IV
Vincent FRIGANT – Université Bordeaux IV

EHES
François WEIL – Président de l’EHES
Philippe CASELLA – Directeur du développement de la recherche de l’EHES
Patrick FRIDENSON – Directeur d’études à l’EHES

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Tommaso PARDI – Secrétaire général du Gis Gerpisa
Sigfrido RAMIREZ - Università Bocconi
Bruno JETIN – Paris Nord
Elsie CHARRON - CNRS
Michel FREYSSENET - CNRS
Jean-Bernard LAYAN – Université Bordeaux IV
Axex Villareal – Sciences Po Bordeaux
Julia Hildermeier – ENS Cachan
Stéphane Heim – Université de Strasbourg