

ONZIEME RENCONTRE INTERNATIONALE DU GERPISA
ELEVENTH GERPISA INTERNATIONAL COLLOQUIUM

Les acteurs de l'entreprise à la recherche de nouveaux compromis ?
Construire le schéma d'analyse du GERPISA

Company Actors on the Look Out for New Compromises
Developing GERPISA's New Analytical Schema

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**VISIONS ON (AUTO)MOBILITY:
ARE THEY REALLY IMPORTANT?**

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Some research programs and networks that are dealing with the automobile topics are observing one of the most significant manufacturing branches of modern economies. It represents the key sector that entailed one of the most intensive changes (technological, entrepreneurial, design, organizational) along the last decades. And represents also one of the most important cultural items of modern societies. That is why it can be so interesting to forecast some possible changes in an horizon of ten to twenty years.

But this foresight exercise cannot be centred only on the technical aspects of the automobile construction, on the design aspects, or on the mobility system. But, mostly it should be centred on the integrative dimension of these technical aspects (construction, design, mobility) and on the socio-cultural ones, like the consumer behaviours, urbanisation trends, on transport multimodality, on communication values and infrastructures, on the attitudes towards mobility.

Most appropriately these aspects will influence more decisively the futures of (what one can call as) auto-mobility, that those ones related to the technical obstacles or virtues. Nevertheless, this dimension is skipped from the economical debate on the next steps for the industry, and from the visions on the technological needs. The organizational aspects (production cells, working teams, flexible manufacturing systems) are also elements that can represent improvement for the outputs (productivity, quality, competitiveness) of this industry. But they are also placed allways aside the major branch trends.

How one can cope with it, and how it can be really that important, is what we will try to respond in this paper that resumes some of the debates for the foresight exercises in Germany (Futur), and on the automobile branch in Portugal (WorTiS).

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