The Search for Competitiveness: Corporate Strategies and Public Policies in the World Automobile Industry

21ST INTERNATIONAL COLLOQUIUM OF GERPISA

12/13/14
JUNE 2013
PARIS

gerpisa.org
In 2012 Gerpisa launched 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
11th of June, 2013

14h-16h,
Visit of the Museum of Arts & Crafts (group visit of the exhibition on history of transport)

Place: 60 Rue de Réaumur, 75003 Paris

Subway station: Arts et Métiers (Lines 3 & 11)

Meeting point:
Square du Général Morin (in front of the museum’s main entrance)

Meeting time: 13h30-13h50

Visit
Museum of Arts & Crafts
Wednesday
12th of June, 2013

Welcome of participants
09:00 - 09:15
Introduction of the colloquium
Amphitheatre Marie Curie

Parallel sessions

Session 1
Theme 6
Amphitheatre Marie Curie
Chair: Martin Krzywdzinski
1. Paul, Stewart, Danford Andy, Mrozowicki Adam, & Murphy Kenny. A Comparative Analysis of Evolution of Lean Production in the International Automotive Industry in Britain and Poland
2. Elisabetta, Della Corte. Volkswagen labour relation and workers conflicts under de WCM “regime” in Cordoba-Argentina
3. Martin, Krzywdzinski. Teamwork and employee involvement in automobile companies in China and Brazil

Session 2
Theme 5
Auditorium Daniel Chemla
Chair: Bruce Belzowski
1. Martin, Obaya. Intra-regional distribution of technological capabilities: a multiple case study research of carmakers operating in the Mercosur
3. Stéphane, Heim. The French Automotive Industrial Policy: Competitiveness as a Means or as a Goal?

Session 3
Theme 2
Amphitheatre Tocqueville
Chair: Giuseppe Giulio Calabrese
1. Lourenço G. D, Faria. The co-evolution of the main elements of automotive innovation system
2. Leticia, Blázquez & González-Díaz, Belén. International Automotive Production Networks: How the web comes together
3. Marcos, Amatucci. The World that Chose the Machine: an evolutionary view of the technological race in the automobile history
10:45 – 11:00
Coffee break

11:00 – 12:30
Parallel sessions

Session 4
Amphitheatre Marie Curie
Theme 6
Chair: Claude Didry
3. Florence, Laval, & Fleury, Nicolas. Employment relationships and the crisis: two cases studies in the automotive industry extracted from the French Accords d’entreprises sur la GPEC

Session 5
Auditorium Daniel Chemla
Theme 1
Chair: Bernard Jullien
2. Medina María Lourdes, Alvarez. Distribution networks and services for new cars in México
3. Joan, Perez. A new approach to identify and localize the hidden areas of high consumption in the emerging countries: India case study

Session 6
Amphitheatre Tocqueville
Theme 2
Chair: Giuseppe Giulio Calabrese
1. Rodrigo B., Dias, Marcos Amatucci, Antonio Carlos Zaninelo Jr., & Guilherme Z. A. Santos. ELECTRICITY, VERSATILITY AND CONNECTIVITY: Users’ collaborative innovation in the Brazilian Fiat Moi
2. Marc, Dijk. A socio-technical perspective on the electrification of the automobile: niche and regime interaction
3. Achim, Kampker, Burggraef Peter, Bickert Stefan, & Bogner Nicolas. Take a Pedelec: Assessing framework conditions for a successful implementation of public sharing systems with pedal electric cycles in urban areas
Wednesday

12:30 – 13:45
Lunch

13:45 – 15:15
Parallel sessions

Session 7
Amphitheatre Marie Curie
Theme 2
Chair: Julia Hildermeier
1. Lisa, Ruhrot, Hinkeldein, Daniel, Graff, Andreas, Steiner, Josefine. Carsharing with electric vehicles in the context of users’ mobility needs - Results from user-centred research from the BeMobility field trial (Berlin)
2. Dijk, Marc, & Graham Parkhurst. Understanding the mobility-transformative qualities of urban park and ride polices in the UK and the Netherlands
3. Lindloff, K., Pieper, N., Bandelow, Nils C., Woisetschläger, David M. Drivers of carsharing diffusion in Germany and the Netherlands. A comparative analysis of consumer demand and political support

Session 8
Auditorium Daniel Chemla
Theme 3
Chair: Stéphane Heim
1. Giuliana, Comisso & Giordano Sivini. Why Fiat waiver to compete in Europe?

Session 9
Amphitheatre Tocqueville
Theme 4
Chair: Vincent Frigant
1. Mihail, Marinov, Daniel Arturo Heller, & Frédéric Garnier. A Flexible Approach to Production Capacity Planning: Assembly Line Modularity
2. Giuseppe G., Calabrese, Frigero Piercarlo, & Manello Alessandro. Vertical integration and technical efficiency: the case of Italian car suppliers

15:15 – 15:45
Coffee break

15:45 – 17:15
Parallel sessions

Session 10
Amphitheatre Marie Curie
Theme 2
Chair: Daniel Coffey or Julia Hildermeier
3. Daniel, Newman, Peter Wells, Ceri Donovan, Paul Nieuwenhuis, & Huw Davies. Urban, sub-urban or rural: where is the best place for electric vehicles?
4. Leila, Kosso. The Role of Competitive Intelligence in Electromobility Policies. A Franco-German Comparative Case Study.

Session 11
Auditorium Daniel Chemla
Theme 3
Chair: Tommaso Pardi
1. Christophe, Midler. From the Conception of the Logan to the Development of the Entry Line: the Organizational Conditions behind a Successful Disruptive Innovation
2. Yannick, Lung. Producing the Logan: The Forced March of Internationalization for Renault and its teams
3. Bernard, Jullien. The Marketing and Sales of Logan: The Emergence of an Alternative Model

Session 12
Amphitheatre Tocqueville
Theme 5
Chair: Sigfrido Ramirez
1. Ke, Xu. Technological Catching-up of Latecomer Firms through External Technology Acquisition: Evidence from GEELY Auto Company in China
3. Eugene, Choi. An Introductory Research on the Strategic Trajectory of the South Korean Automobile Industry: Analysing the Evolving Foundation of Design Competitiveness in Historical Perspective
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<td><strong>Chair</strong>: Jorge Carrillo-Viveros</td>
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<td>2. Oscar, Contreras. Technological spillovers in the global automobile industry and the creation of local suppliers: the case of Mexico.</td>
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<td>1. Denis, Lacoste &amp; Buigues Pierre André. Internationalization, performance and firm specific advantage: The case of European automobile manufacturers</td>
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<td>2. Ricardo Melgoza, Ramos. Changing patterns of production in the automotive industry</td>
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<td>2. Phillippe, Debroux, Perez Debrand Juan M., &amp; Shrestha, Shahadave. HRD practices by Japanese automobile makers in emerging countries: the case study of training programs in India and Mexico</td>
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<td>3. Christiane, Heimann, &amp; Nilesh Waman. The institutional framework for Car Manufacturers in India</td>
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<td>1. Ronaldo, Parente, Denise Dunlap, Rafael Goldsmidt, &amp; Jose Geleilate. The impact of organizational clockspeed and supply chain integration on innovations in the automotive industry</td>
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<td>1. Jose A., Carnevali, Cauchick Miguel, P.A., &amp; Mario Sergio Salerno. Identification and analysis of characteristics of vehicle development in the Brazilian automotive industry</td>
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<td>2. Sven, Horak. Is there an Asian way of managing supplier relations? A comparison between Toyota and Hyundai</td>
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<td>3. Giulia, Trombini, &amp; Francesco Zirpoli. Patenting activity in the automotive industry: division of innovative labor between assemblers and suppliers</td>
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<td>1. Bertha, Vallejo. Environmental Regulations as Technological and Market Constraints to Automobile Production. The Case of the Heavy Vehicle Industry in the Republic of Belarus</td>
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<td>2. Ma. Luisa, Gonzalez, &amp; Martin Victoria Ma. A. Industrialization models in Latin America. The case of the automobile industry in Mexico and Brazil</td>
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<td>3. Richard, Clement. Russia above oil: cars and appropriate finance</td>
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Thursday

13:45 – 18:00
Plenary session I
American and European restructuring processes in perspective
Amphitheatre Tocqueville

What are the trajectories between 2008 and 2012 and the nature of the American and European restructuring processes?

13:30 – 15:00
First session
Trajectories of the US and EU automotive industries. Economic and industrial challenges

Key speakers
1. Gary Herrigel, Professor of Political Science and the College, University of Chicago
2. James Rubenstein, Professor of Geography, Miami University
3. Bernard Jullien, Director of Gerpisa & Tommaso Pardi, Vice-Director of Gerpisa

15:00 – 15:30
Coffee break

15:30 – 18:00
Second session
The European restructuring processes: carmakers strategies and public policies

Key speakers
1. Gérard Leclercq, Executive Vice President, Chairman of France Operations, Renault SAS
2. Francesco Garibaldo, Free lance consultant on work, labour and organisational design issues

Panel discussion: Gary Herrigel, Bernard Jullien, Tommaso Pardi, James Rubenstein
08:30 – 09:00
Coffee & Pastries

09:00 – 10:30
Parallel sessions

Session 19
Amphitheatre Marie Curie
Theme 2
Chair: Faire d’Arcier, Bruno
1. Nuno, Boavida, Manuel Baumann, António Moniz, Jens Schippl, Marcel Weil, Max Reichenbach. Technology transition towards e-mobility: Technology Assessment as a tool for policy design
2. Elisabeth, Windisch, & Fabien, Leurent. The potential for electric vehicles up until 2023: A socio-economic analysis for France
3. Virginie, Boutueil, & Fabien, Leurent. Automobility management at the company level: An exploratory investigation in the Paris region

Session 20
Auditorium Daniel Chemla
Theme 5
Chair: Carole Thornley
1. Carole, Donada. Réingénierie des partenariats verticaux et politique de filière: le cas de la Plateforme de la Filière Automobile Française
2. Ma. Luisa, Gonzalez, & Martin Victoria Ma. A.. Industrialization models in Latin America. The case of the automobile industry in Mexico and Brazil
3. Tom, Donnelly, Jason Begley, & Clive Collis. A Brake on the British Car Industry?

Session 21
Amphitheatre Tocqueville
(09h15)
Theme 3
Chair: Mario Salerno
1. Arturo, Lara Rivero. Honda and Toyota’s strategy in order to face the technological change

10:30 – 10:45
Coffee break

10:45-12:15
Parallel sessions

Session 22
Amphitheatre Marie Curie
Theme 2
Chair: Yveline Leclerc
1. Ingrid, Kleinert. Innovation and cooperation: how new mobility solutions change German automotive innovation systems
2. Giuseppe G, Calabrese, & Monique, Vervaeke. New Mobility and Design Activities: the Strategy of French and Italian Small Companies
3. Fatih Mehmet, Özel, Huw C. Davies, Christian-Simon Ernst, Godfried Puts, & Glaser Nadja. Key Business Strategies of SMEs in North-West Europe

Session 23
Room Pollack
Theme 5
Chair: Thomas Klier
1. Ke, Xu. Technological innovation from imitation in latecomer firms: evidence from China’s auto firms
2. Roberto, Marx, & Adriana Marotti de Mello. New Initiatives, Trends and Dilemmas for the Brazilian Automotive Industry: The case of Inovar Auto and its impacts on Electro Mobility in Brazil

Session 24
Amphitheatre Tocqueville
Theme 3
Chair: Boleslaw Domanski
1. Marina, Flamand, & Vincent Frigant. Why and how do carmakers invest in Corporate Venture Capital?
2. Holger, Bungsch. Magna-Steyr: The only brand-independent service provider in the automobile industry
3. Jun Ho, Jung, & Hyung Je Jo. Hyundai’s Corporate Governance and Profit Strategy

12:15 – 13:45
Lunch
13:45-15:15

Parallel sessions

Session 25
Amphitheatre Marie Curie
Theme 5
Chair: Sigfrido Ramírez Pérez
Forthcoming Special issue Review Business History: European Automobile Corporations in the Crisis of the 1970s

2. Tomás, Fernández de Sevilla. Between France and Spain: the strategy of FASA-RENAULT during the 1970s
3. Jason, Begley, Tom Donnelly and Clive Collis. The West Midlands Automotive Industry: The Road Downhill

Session 26
Auditorium Daniel Chemla
Theme 4
Chair: Vincent Frigant
1. Thomas, Klier, & Jim Rubenstein. How different is the footprint of the motor vehicle parts industry in Europe and North America, and why?
2. Mascha, Will-Zocholl. Towards a new division of labour in engineering? Findings from the German automotive industry

Session 27
Amphitheatre Tocqueville
Theme 1
Chair: Bruno Jetin
1. Dan, Coffey, & Carole Thornley. Existing Market Structures as a Distribution of Sunk Costs and Strategic Assets: new cars, used cars and comparative economics
2. Alex, Covarrubias. Late motorization and sprawl cities in Latin America: Concepts and tendencies
3. Shinya, Orihashi. Which country to put more emphasis in ASEAN: Indonesia or Thailand?

15:15 – 15:45
Coffee break

15:45 – 17:15
Plenary session II.

Conclusions
STÉPHANE HEIM GIS-GERPISA, Ecole Normale Supérieure de Cachan
BERNARD JULLIEN, GIS-GERPISA, Ecole Normale Supérieure de Cachan
TOMMASO PARDI, GIS-GERPISA, Ecole Normale Supérieure de Cachan
PIERRE-PAUL ZALIO, Ecole Normale Supérieure de Cachan
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Groupement d’Intérêt Scientifique
Ecole Normale Supérieure de Cachan

MRP (Ministère du Redressement Productif)
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 DGEC

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

CNPA
Patrick BAILLY – Président du CNPA
Xavier HORENT – Délégué général du CNPA

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

ENS de CACHAN
Pierre-Paul ZALIO – 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

EHESS
Pierre-Cyrille HAUTCOEUR – Président de l’EHESS
Philippe CASELLA – Directeur du développement de la recherche de l’EHESS
Patrick FRIDENSON – Directeur d’études émérite à l’EHESS

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Nathalie LE BRETON – Adjointe financière du Gis Gerpisa
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Marc PLEUVY – CCFA
Sylvie POMMIER – ENS Cachan
Sigfrido RAMIREZ – Università Bocconi
Axel VILLAREAL – Sciences Po Bordeaux
Directions to the conference

ENS Cachan is around 30 minutes away from the downtown of Paris (Quartier Latin). The fastest way to reach it is to get the RER B (station Bagneux).

By car

From the A6 motorway, take the A6b then leave it at Fresnes. Follow the mainroad RN186 to the Croix de Berny in Antony. Take the mainroad RN20 by turning right in the direction of Bagneux. On this RN20 (avenue Aristide Briand), take the direction of Cachan (on the right when you come from Paris).

By subway

Take the express subway (RER) ligne B (towards either "Robinson" or "Saint-Rémy les Chevreuses").

Be sure that the sign « Bagneux » is up (never get down at "Arcueil-Cachan" station, you would then have to walk half an hour more !) and get down at "Bagneux" station. When leaving the station, make a left on the main road until the first traffic light. At this point, you can see the flag at the campus’ entrance.

By bus

Line 184 Porte d’Italie - L’Héji-les-Roses: get down at "Camille Desmoulins" station
Line 187 Porte d’Orléans - Fresnes: get down at "Camille Desmoulins" station
Line 197 Porte d’Orléans - Bourg-la-Reine: get down at RER "Bagneux" station (then walk 10 min.)
Line 162 Villejuif - Cachan - Meudon: get down at "Mairie de Cachan" station (then walk 10 min.)
International Colloquium 2013 - 12/13/14 JUNE 2013 - Paris

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21st INTERNATIONAL COLLOQUIUM OF GERPSA

12/13/14 JUNE 2013 PARIS
gerpisa.org

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