Gerpisa 2010
The Greening of the Global Auto Industry in a Period of Crisis
Programme

Comité d'organisation

ANTJE BLÖCKER, Wissenschaftszentrum Berlin für Sozialforschung
BERNARD JULLIEN, Ecole Normale Supérieure de Cachan
ULRICH JÜRGENS, Wissenschaftszentrum Berlin für Sozialforschung
TOMMASO PARDI, Ecoles des Hautes Etudes en Sciences Sociales
Welcome of participants

09:30 – 10:30
Plenary session I
Room: A 300
ULRICH JÜRGENS, Wissenschaftszentrum Berlin für Sozialforschung
BERNARD JULIEN, Ecole Normale Supérieure de Cachan

1. JULIEN, Bernard
Sustainable development and automobile industry: where we are and where we should go

10:30 – 10:45
Coffee break

10:45 – 12:15
Parallel sessions

Session n°: 1
Macroeconomic configurations and national policies in the crisis
Room: 310
Chair: ULRICH JÜRGENS, Wissenschaftszentrum Berlin für Sozialforschung

1. BLÖCKER, Antje
The crisis of the automotive industry in Germany: winners and losers and their greening strategies

2. JETIN, Bruno
The demand for automobile in the USA before and after the crisis

3. RAMÍREZ PÉREZ, Sigfrido M.
The European Union and the crisis of the automobile industry: time for an industrial policy?

Session n°: 2
Local policies/cluster approaches
Room: A 305
Chair: BOLESŁAW DOMAŃSKI, Jagiellonian University

1. WEGGE, Martina, & Hajo WEBER
Automotive Cluster and Network activities – Right strategies in times of crisis?

2. COLLIS, Clive, Nigel BERKELEY, & David NOON
Cluster Policy and the Automotive Industry: the case of the UK’s West Midlands Region

3. MENU, Sabine
Results of political regulation in European regions: cluster policies in Bavaria, North East England and Bretagne since 1980

Session n°: 3
First tier suppliers approaches to the crisis
Room: B004/5
Chair: VINCENT FRIGANT, Université Montesquieu - Bordeaux IV

1. SALLES, José Antonio Arantes, Rosangela Maria VANALLE, & Milton VIEIRA JUNIOR
First tier suppliers and automobile manufacturers’ relationships in Brazil.

2. LOER, Kathrin
Prospects of European Contract Manufacturing - Survival Merely in Becoming an Exot or an Affiliate?

3. FUCHS, Martina, & Hanno KEMPERMANN
Regional effects of the automotive crisis in German engine building industries

Session n°: 4
Changing mobility patterns, municipal policies, new user types and product and service policies
Room: B002/3
Chair: WEERT CANZLER, Wissenschaftszentrum Berlin für Sozialforschung

1. KNIE, Andreas
Be-mobility: public cars in intermodal services in Berlin

2. SPEH, Michael
Emobility as a product offensive

12:15 – 14:00
Lunch

14:00 – 15:30
Parallel sessions

Session n°: 5
Macroeconomic configurations and national policies in the crisis
Room: 310
Chair: SIGFRIDO RAMIREZ, Università Bocconi

1. BEGLEY, Jason, Tom DONNELLY, & Clive COLLIS
Preparing for the advent of low carbon motoring in small, open economies

2. TUNCAY-CELIKEL, Asli
Recent Developments of R&D Activities on Green Automotive Technologies in Turkey and the role of Turkish government

3. LACAYO, Hortensia, Mary Carmen Riquelme LACAYO, & Jorge Armando Juarez GONZALEZ
The European economic recovery plan: eco-innovation and car scraping schemes in the United Kingdom and France automobile industry
Wednesday
9th of June, 2010

Session n°: 6
Car makers strategies in the crisis
Room: A 305
Chair: TOMMASO PARDI, Ecoles des Hautes Etudes en Sciences Sociales
1. BELZOWSKI, Bruce
Chrysler’s Re-invention: The Fiat Way
2. SENTER, Richard Jr., & Walter MCMANUS
General Motors’ Strategies for Recovery
3. MERCER, Glenn A.
The Response of Ford to the Global Auto Crisis

Session n°: 7
First tier suppliers approaches to the crisis
Room: B004/5
Chair: VINCENT FRIGANT, Université Montesquieu - Bordeaux IV
1. CHANARON, Jean-Jacques, & Cédric BOIRAU
Relations between OEMs, first tier and second tier suppliers looked at in the situation of crisis and from a radical innovation perspective through the Green Car
2. NETO, Mario Sacomano, & Silvio R. I. PIRES
Modular Consortium and Industrial Condominium: analyzing two contemporary forms of inter-firm governance in the Brazilian automotive industry

Session n°: 8
New players and alliances in the greening context
Room: B002/3
Chair: WEERT CANZLER, Wissenschaftszentrum Berlin für Sozialforschung
1. AMATUCCI, Marcos
Gaining competences for innovation; differences between first movers and late movers in the Brazilian automotive industry
2. DIAS, Ana Valéria Carneiro, Maria Cecilia PEREIRA, Raoni Barros BAGNO, Conrado Gomide CASTRO, Marina Coelho BACHOUR, & Pedro Roberto Lemos CORTEZ
Learning platforms and innovation in car industry: the case of an automotive powertrain subsidiary in Brazil

15:30 – 15:45
Coffee break

15:45 – 17:15
Parallel sessions

Session n°: 9
Macroeconomic configurations and national policies in the crisis
Room: 310
Chair: SIGFRIDO RAMIREZ, Università Bocconi
2. COFFEY, Dan & Tommaso PARDI
Responses to the Crisis: Car Makers’ Trajectories and British Policy in Britain’s Foreign-Owned Car Industry
3. DONNELLY, Tom, Jason BEGLEY, & Clive COLLIS
The car revolution in Britain

Session n°: 10
Car makers strategies in the crisis
Room: A 305
Chair: MARTIN KRZYWDZINSKI, Wissenschaftszentrum Berlin für Sozialforschung
1. SCUR, Gabriela, Flávia L. CONSONI, & Roberto BERNARDES
Re-organization of the R&D management of General Motors Corporation: the emergency of Brazil as a center of global product development
2. DE CARVALHO, Enéas G., Lourenço Faria, Paulo MORCEIRO, & Michael FRANÇA
The Effects of the Crisis on the Auto Assemblers Investment Strategies in Brazil and China

Session n°: 11
Industrial relations and transnational trade unions coordination
Room: B004/5
Chair: ELSIE CHARRON, CNRS
1. MEYER, Dorit
Dynamic Capabilities in Trade Unions? The Challenge of Attracting Temporary Staff in the Automobile Sector to Unions before and in the Economic Crisis
2. JÄCKLEIN, Wolf
Towards a new qualitative perspective? Consequences of structural transformations in the sector

Session n°: 12
New players and alliances in the greening context
Room: B002/3
Chair: GIUSEPPE GIULIO CALABRESE, Ceris-Cnr
1. MACNEILL, Stewart, & Huges JEANNERAT
Interacting knowledge domains in the automotive industry: An innovation/value systems model and policy consequences?
2. SCHMIDT, Gert
New design for post fossile vehicles
Thursday
10th of June, 2010

8:15
Meeting Berlin Central Station (Hauptbahnof)

8:32
Departure Berlin Central Station
(Hauptbahnof)

9:38
Arrival Wolfsburg Bahnof - Transit to VW - plant

10:00 – 12:00
Factory visit

12:00 – 13:00
Lunch (AutoUni)

13:00 – 14:00
Plenary session II
Room: Lecture Hall, main floor
MICHEL FREYSSENET, CNRS
ULRICH JÜRGENS, Wissenschaftszentrum Berlin für Sozialforschung
JÖRG THEOBALD, Volkswagen
1. THEOBALD, Jörg
Sustainable concepts for future powertrain
2. FREYSSENET, Michel
“The Greening of the Global Car Makers in a Period of Crisis”

14:00 – 14:15
Coffee break

14:15 – 15:45
Parallel sessions

Session no.: 13
Car makers strategies in the crisis
Room: Lecture hall A
Chair: MIRIAM WILHELM, Volkswagen AutoUni
1. BYOSIERE, Philippe, & Denise J. LUETHGE
Honda: Weathering the Global Crisis or Stuck in Japanese Corporate Quicksand?
2. PARDI, Tommaso
Putting Toyota in perspective: the causes, the consequences and the meaning of the present crisis

Session no.: 14
New players and alliances in the greening context
Room: Lecture hall B
Chair: MARTIN KRZYWDZINSKI, Wissenschaftszentrum Berlin für Sozialforschung
1. CALABRESE, Giuseppe G.
Death and resurrection of Italian coachbuilders
2. VILLAREAL, Axel
"From the technical to the political": politicization of the electric vehicle in France

Session no.: 15
Industrial relations and transnational trade unions coordination
Room: Lecture room 1st floor
Chair: ELSIE CHARRON, CNRS
1. COSTA, Isabel Da, & Udo REHFELDT
Ten years of transnational European collective bargaining in the automotive sector
2. KUHLMANN, Martin
Production concepts and work policy in the German car industry: What is going on and what do works councils do
3. HAUSER-DITZ, Axel, Markus HERTWIG, & Ludger PRIES
Restructuring of the Automotive Industry: The Role of EWCs

15:45 – 16:15
Coffee break
Thursday
10th of June, 2010

16:15 – 17:45
Parallel sessions

**Session n°: 16**
Car makers strategies in the crisis
Room: Lecture hall A
Chair: ULRICH JÜRGENS, Wissenschaftszentrum Berlin für Sozialforschung
1. VENUGOPAL, Ramachandran
Taking Mobility Down the Pyramid: The Strategic Trajectory of Tata Motors
2. BECKER-RITTERSPACH, Florian, & Gert BRUCHE
Tata Motors and the Financial Crisis
3. CHUNG, Myeong-Kee
Turning Crisis into Opportunity: Is Hyundai’s Trajectory A Miracle or A Mirage?

**Session n°: 17**
Changing mobility patterns, municipal policies, new user types and product and service policies
Room: Lecture hall B
Chair: WEERT CANZLER, Wissenschaftszentrum Berlin für Sozialforschung
1. SHIOJI, Hiromi
Electric Vehicles in China
2. SWENSON, Deborah
The Influence of Chinese Policy on Automobile Assembly and Parts Production
3. COFFEY, Dan, & Carole THORNLEY
Extended Producer Responsibility in the Auto Industry and Durable Goods Leasing: some economic complications for sector policy

**Session n°: 18**
Local policies/cluster approaches
Room: Lecture room 1st floor
Chair: JORGE CARRILLO-VIVEROS, El Colegio de la Frontera Norte
1. DOMANSKI, Boleslaw, Robert GUZIK, & Krzysztof GWOSDZ
Company Strategies and Regional Effects of the Crisis in the Semi-Periphery: The Case of Poland
2. PAVLINEK, Petr, & Jan ZENKA
The 2008–2009 Automotive Industry Crisis and Regional Unemployment in Czechia
3. BERNACIAK, Magdalena, & Vera SCEPANOVA
The Challenges of Upgrading: Dynamics of East Central Europe’s integration into the European Automobile Networks

18:00 – 18:15
Closing remarks and opening of the reception
HORST NEUMANN
Member of the VW Management Board

18:15 – 20:15
Reception at AutoUni

21:05 – 22:30
Return journey to Berlin

22:21
Arrival Berlin central station
Friday
11th of June, 2010

08:45 – 09:00
Coffee

09:00 – 10:30
Parallel sessions

**Session n°: 19**
Industrial relations and transnational trade unions coordination
Room: 310
Chair: TOMMASO PARDI, Ecoles des Hautes Etudes en Sciences Sociales

1. SHIMIZU, Koichi
   Flexibilisation of working hours management and work sharing: the reaction of Renault, PSA and TMMF facing the crisis
2. DELTEIL, Violaine, & Patrick DIEUAIDE
   Multinational enterprises and the reconfiguration of professional relations in times of crisis: the case of the automobile sector
3. BENSUSAN, Graciela, & Jorge CARRILLO
   Transnational corporations, employment practices and social responsibility in Mexico

**Session n°: 20**
Macroeconomic configurations and national policies in the crisis
Room: A 300
Chair: BRUNO JETIN, Université Paris Nord

1. ALVAREZ, Lourdes, Julio Castellanos, María Antonieta MARTÍN G., & González Ma. LUISA
   Actual situation and perspective of the automotive industry in Mexico after the 2009 economic crisis
2. LACAYO, Hortensia
   The Mexican Government’s economic measures to limit the crisis effects in the automotive sector
3. KLIER, Thomas, & Jim RUBENSTEIN
   What role did regional policy play in addressing the U.S. auto industry crisis?

**Session n°: 21**
New players and alliances in the greening context
Room: A 305
Chair: BERNARD JULLIEN, Ecole Normale Supérieure de Cachan

1. PROFF, Heike, & Manuel WAGNER
   Coming out of the crisis in the auto industry: Ambidextrous management of the transition to electric mobility
2. STAPLES, Andrew
   Greening the value chain: building competitive advantage through sustainability.

10:30 – 10:45
Coffee Break

10:45 – 12:15
Parallel sessions

**Session n°: 22**
First tier suppliers approaches to the crisis
Room: B00H/5
Chair: MIRIAM WILHELM, Volkswagen AutoUni

1. CORONADO, Christian, Adrian CORONADO, & Etienne CORONADO
   Managing complex modular product architectures: value creation through innovation in the automotive industry
2. FRIGANT, Vincent, & Jean-Bernard LAYAN
   The international division of labor in automotive supply chain: a comparative analysis of French and German auto parts trade with European eastern countries

3. PRÄTORIUS, Gerhard
   Volkswagen: “Creating Sustainable Value”

**Session n°: 23**
Industrial relations and transnational trade unions coordination
Room: 310
Chair: TOMMASO PARDI, Ecoles des Hautes Etudes en Sciences Sociales

1. HAUSER-DITZ, Axel, & Markus HERTWIG
   Suppression, Absorption, or Cooperation? European Works Councils and HR-Strategies in Japanese Car Manufacturers - The Case of Toyota and Honda
2. WANNÖFFEL, Manfred
   The General Motors Case: A European Solution or No Solution
3. KÖHLER, Holm-Detlev
   Daimler’s search for a new profit strategy

**Session n°: 24**
Macroeconomic configurations and national policies in the crisis
Room: A 300
Chair: MARTIN KRZYWIDZINSKI, Wissenschaftszentrum Berlin für Sozialforschung

1. WANG, Hua, & Chris KIMBLE
   Leapfrogging to electric vehicles: Challenges of governance in China’s Automobile Industry
2. BUNSCHE, Holger
   On the Way to a Low-carbon Society? Japan’s Tax Reforms and Incentive Scheme for Fostering Ecological Friendly Cars and Their Market Effects
3. SALERNO, Mario & Glaucio ARBRIX
   Economic growth, social development and crisis
management: recent evolution of the auto industry in Brazil

**Session n°: 25**
New players and alliances in the greening context
Room: A 305
Chair: GIUSEPPE GIULIO CALABRESE, Ceris-Cnr

1. WILHELM, Miriam & Frank LERCH
   Coopetitive Innovation Scouting - Comparing Practices of the Network of Automotive Excellence and a Strategic OEM-Supplier Network in Germany

2. WEBER, Davide-Riccardo, & Arnaldo CAMUFFO
   Mapping the Determinants of Time-to-Market in Automotive New Product Development: a multiple case study analysis

3. SUSHANDOYO, Dedy, Thomas MAGNUSSON, & Christian BERGGREN
   New forms of vehicle maker - supplier interdependence? The case of electric machine development for heavy hybrid vehicles

**Session n°: 26**
Car makers strategies in the crisis
Room: B004/5
Chair: LUDGER PRIES, Ruhr-Universität Bochum

1. AMATUCCI, Marcos, & Fabio Luiz MARIOTTO
   Differences between innovative automakers' strategies in Brazil

2. ORIHASHI, Shinya, Daniel Arturo HELLER, & Hidetada HIGASHI
   Mitsubishi Motor Corporation: Leaving its deep crisis for an electric future?

**Friday**
11th of June, 2010

12:15 – 14:00
Lunch

14:00 – 17:00
Plenary session III
Theme coordinators: summaries and outlooks
Room: A 300

15:15 – 15:30
Coffee break

15:30 – 17:00
PERSPECTIVES FOR EUROPE
Room: A 300

PHILIPPE JEAN
The Head of the Automotive Unit
European Commission DG ENTR
10:00 – 12:30

Steering Committee

Meeting point: WZB, Reichpietschufer 50, D- 10785 Berlin
Room: A 305

Steering Committee members should confirm their presence on the Steering Committee site (you need to login with your username and password): http://steering.gerpisa.org/node/802

12:30

Lunch