PARADIGM SHIFT?

27th International Colloquium of Gerpisa

THE AUTOMOTIVE INDUSTRY IN TRANSITION

11-14 June 2019
ENS Paris-Saclay
ORGANIZATION COMMITTEE
Tommaso Pardi, CNRS-IDHES, GIS-GERPISA
Géry Deffontaines, GIS GERPISA, ENS Paris-Saclay

ORGANIZATION TEAM
Géry Deffontaines, GIS-GERPISA, ENS Paris-Saclay
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INTERNET SITE
HTTP://GERPISA.ORG/NODE/5132
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GIS GERPISA INTERNATIONAL NETWORK
École normale supérieure de Paris-Saclay
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During the last three years we have been exploring how the new frontiers of the automotive industry are transforming the way cars are conceived, produced, used and regulated. We have been debating the nature, the pace and the long-term consequences of these transformations; whether they are disruptive or evolutionary; whether they are driven by new or traditional actors. We have highlighted the theoretical and methodological challenges raised by the following kind of phenomena: much of the debated changes within the auto industry currently represent only small and marginal change, yet any of the forces could well grow and change the industry profoundly; the assumption that the knowledge accumulated on the past trajectory of industries and firms may not be pertinent going forward in order to understand what is happening as changes are brought by technologies and firms from outside the automotive industry, notably by digital companies; and the difficulty of working on forecasts and expectations, whose predictability and performativity are by definition debatable and uncertain.

For the 27th international colloquium of GERPISA we propose to address these issues and questions from the perspective of a common empirical and theoretical question: is the automotive industry going through a paradigm shift?

When we look at the electrification of cars, the promise of autonomous vehicles, the spreading of new forms of mobility, and the prospects for smart factories what do we see? Are we dealing with a new paradigm in the making? Or are these technological developments still grounded in the existing technological paradigm, pushing the boundaries of digitalization to its limits? How will this technological race towards EVs and AVs play out? How will the structuring of new value chains for the production of EVs impact the geopolitics of the automotive industry? How will the digitalization of the AV redistribute value capture between software and hardware makers? Who will be the winners and who will be the losers? How are these technological transformations affecting global value chains? How do they transform labor and work? Do they create new opportunities for technological and social upgrading in emerging countries? Or do they rather reinforce the hegemony of “global north” multinational companies over intellectual property and value creation? Are there alternative patterns of technological development for emerging countries and their automotive industries? If yes, what kind of firm strategies and government regulations could promote them?

The GIS GERPISA invites social science researchers, representatives of the industry, public policy makers and advisers, union representatives and consultants to debate these crucial questions for the present and the future of the automotive sector at its 27th International Colloquium.
Tuesday
11th of June 2019

Factory tour
Renault
Technocentre

Only for those who have registered

07:00 Meeting point at Gare du Nord (RER B station)
07:15 Departure
09:00 PLASTIC OMNIUM AlphaTech R&D center visit
12:00 Lunch at AlphaTech
13:30 Departure to PSA Hordain
15:00 Factory tour PSA HORDAIN
17:30 Departure to Paris
20:00 Dinner at the restaurant Bouillon Racine, 3 rue racine, Paris

Contact:
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(also available on WhatsApp and Skype - tommasopardi)

Important note:
You must wear closed shoes, no high heels.
08:00 – 08:45
Welcome of participants

08:45 - 09:00
Room: Amphi Marie-Curie
Opening
TOMMASO PARDI, director of GERPISA

09:00 – 10:30
Parallel sessions

Session n°: 1
Room: Amphi Marie-Curie
Chair: BRUCE BELZOWSKI, University of Michigan Transportation Research Institute
- ADRIANA MAROTTI DE MELLO & ROBERTO MARX
  Who drives the change? Transitions for Sustainable Mobility and the role of Automotive Industry
- HEIKE PROFF
  Impact of new technologies in the automotive industry - Measuring the profit impact of digitalisation
- MIKE SMITKA
  Technology and the Motor Vehicle Industry

Session n°: 2
Room: Satie
Chair: TOMMASO PARDI, CNRS-IDHES, GIS-GERPISA
- ADRIANA MARTINEZ & TANIA MEDEL GARCIA
  A perception of Industry 4.0 and the needed labour profile: an exploratory study in auto parts firms in Guanajuato, Mexico
- LORENZA MONACO, JASON BELL & JULIUS NYAMWENA
  The political economy of technological change: transitioning to 4.0 in plastic auto components in South Africa and Thailand
- MARGHERITA RUSSO, PASQUALE PAVONE & ARMANDA CETRULO
  From wage bargaining to the negotiation on “cognitive surplus value”: reflections on a laboratory for Industry 4.0 in Lamborghini.

Session n°: 3
Room: Amphi Fortunato
Chair: GIUSEPPE GIULIO CALABRESE, CNR-IRCRES
- Garbellini, N.
  European production chains: the new geography of automotive
- ALICE MILOR

10:30 – 11:00
Coffee break

11:00 – 12:30
Parallel sessions

Session n°: 4
Room: Amphi Marie-Curie
Chair: HEIKE PROFF, University of Duisburg
- TAKAHIRO FUJIMOTO
  Balancing the power of global network and the power of local/asset knowledge
- VINCENT FRIGANT & MARTIN PAQUETTE
  Canaries in the coal mine: how do newcomers participate to the growth of new niches in the automotive industry?
- PIN ZHOU & HUA WANG
  Manage the Organizational Change to Build the Smart Car in China A Study of SAIC-Alibaba Joint Venture

Session n°: 5
Room: Satie
Chair: MARTIN KRZYWDZINSKI, WZB
- MATTEO GADDI
  Working conditions and labour organisation within Italian FCA plants
- GIOVANNI BALCET & GRAZIA IETTO-GILLIES G.
  Internationalization, outsourcing and labour fragmentation. The case of FIAT
- THOMASZ OLEJNICZAK & MASATO ITOHISA
  Come for the low wages, stay for the people: Labour relations and the adoption of Industry 4.0 in Japanese automotive plants in CEE

Session n°: 6
Room: Amphi Fortunato
Chair: THOMAS KLIER, Federal Reserve Bank of Chicago
- MARTIN SCHROEDER, HIDEO KOBAYASHI & MASAAKI FUTAGI
  Supporting Role in Global Research and Development Networks: Automotive Technology Centres in Viet Nam
- MIKA SMITKA
  China’s "Auto Belt:" Implications for Assembler Competitiveness
- SHAHADAVE SHRESTHA
  Process of automobile cluster development in India: Case of Maruti Suzuki
12:30 – 14:00
Lunch

14:00-15:30
Plenary session I. The future of batteries
Chair: TOMMASO PARDI, CNRS-IDHES, GERPISA

PATRICK BASTARD
DIRECTOR OF RESEARCH
RENAULT

NICOLAS LECLERE
HEAD OF ELECTRIFICATION
PSA

15:30 – 16:00
Coffee break

16:00 – 17:30
Parallel sessions

Session n°: 7
Room: Amphi Marie-Curie
Chair: GÉRY DEFFONTAINES, GERPISA

MARC DIJK
The emergence of electric mobility between 1995 and 2015 in the Netherlands: evidence of a transition pathway

MICHAËL FERNANDEZ
The FCEV deployment in the Japanese transport and mobility sector: a revolution?

TAKUYA HASEGAWA
A Fermi estimate of economic rationality: back-casting the way forward to zero-emission society and the roll of automotive industry

Session n°: 8
Room: Satie
Chair: FRANCESCO GARIBALDO, "Claudio Sabattini"
Foundation

ANTHONY D’COSTA
Long Waves and Techno-economic Paradigms: Assessing the Future of Work in the Indian Automotive Industry

LISA DORIGATTI & MATTEO RINALDINI
World Class Involvement: Workers’ Participation in a 4.0 Lean Production System

Wednesday
12th of June, 2019

Session n°: 9
Room: Amphi Fortunato
Chair: VINCENT FRIGANT, Université de Bordeaux

MIAO TIAN
Temporary Labor and Labor Conflicts in the Joint Ventures of VW and Toyota in China

Session n°: 9
Room: Amphi Fortunato
Chair: VINCENT FRIGANT, Université de Bordeaux

ANNA VALENCIA CARMEIRO-DIAS
From modularity to agile project management: an essay on methods and practices from IT to automobile industries

GIUSEPPE GIULIO CALABRESE
Women and cars joys and sorrows? Female directors and firm performance in the Italian supply chain

TIMO GÜNTHNER, JOSIP JOVIC & HEIKE PROFF
Use of Market Opportunities in Aging Societies – the example of advanced driver assistant systems
08:30 – 09:00
Coffee & late admission

09:00 – 10:30
Parallel sessions

Session n°: 10
Theme 2
Room: Amphi Marie Curie
Chair: HUA WANG, KEDGE Business School
- MARIA JULIANA FORERO
  Electric vehicles charge optimization for the electric system, taking into account drivers behavior
- PAAL BREVIK WANGSNESS, STEEF PROOST PROOST & KENNETH LOVOLD RØDSETH.
  Coordinated energy and transport policies for electromobility: The case of Norway
- ALEXANDRE FAURE & SOICHIRO MINAMI
  Urban transport policy for promotion of electric vehicles in France

Session n°: 11
Theme 5
Room: Satie
Chair: MARTIN KRZYWDZINSKI, WZB
- FRANCESCO GARIBALDO
  Marchionne’s legacy
- DAVIDE BUDDICO, DANIELE DI NUNZIO & GIULIANO FERRUCCI
  Working conditions in the FCA, CNH and Magneti Marelli plants: a survey questionnaire
- JEAN-CHRISTOPHE SCIEN
  The theory of social exchange, a new explanatory paradigm of perceptions relating to the closure of automotive factories: a historical analysis of Renault Billancourt and (1989) and PSA Aulnay (2012)

Session n°: 12
Theme 3
Room: Amphi Fortunato
Chair: ADRIANA MAROTTI DE MELLO, University of São Paulo
- ELISABETH SVENNEVIK
  Crossing pathways: Personal urban mobility analysis
  Casual Carpooling as a Strategy to Implement Mobility-as-a-Service (MaaS) in a Developing Country

10:30 – 11:00
Coffee break

11:00 – 12:30
Plenary session II. An experienced eye on the future of the car industry

Chair: TOMMASO PARDI, CNRS-IDHES, GERPISA
Keynote speaker:
LOUIS SCHWEITZER, FORMER CEO OF RENAULT (1992-2005)

12:30 – 14:00
Lunch
Wednesday 13th of June, 2019

14:00 – 15:30
Parallel sessions

**Session n°: 13**
Room: Amphi Marie Curie
Chair: MICHAEL SMITKA, Washington and Lee University
- HOLGER BUNSCHE
  Worlds Apart? Domestic and Global Strategies of Japanese Automobile Manufactures for Spreading Ecological Cars
- TAKEFUMI MOKUDAI
  In search of strategic flexibility in shifting towards electrification: A comparative analysis of Toyota and Nissan from a real options reasoning perspective
- THÉODORE DE CAMPAGNEULLES, CHRISTOPHE MIDLER, & REMI MANIAK
  From product to service offering: the OEM’s transition to mobility services

**Session n°: 14**
Room: Satie
Chair: ELSIE CHARRON, CNRS
- GUENDALINA ANZOLIN, ANTONIO ANDREONI & ANTONELLO ZANFEI
  Racing with (or without) the machine: Robot adoption and FDI driven transformation in the automotive industry
- HYUNG JE JO & MARTIN KRZYWDZINSKI
  Skill Formation Strategies. A Comparison of Two MNCs’ Overseas Factories in Central Eastern Europe
- JORGE CARRETO SANGINÉS, MARGHERITA RUSSO & ANNAMARIA SIMONAZZI
  The impact of digital transformation in the automotive supply chain in Mexico

15:30 – 16:00
Coffee break

16:00 – 17:30
Parallel sessions

**Session n°: 16**
Room: Amphi Marie-Curie
Chair: YANNICK PEREZ, Centrale Supélec
- Marc Alochet & Christophe Midler
  How is the emerging e-traction value chain shaped by EV scale-up?
- HUA WANG & CHUANJUAN WU
  Analyzing Supply Chain Complexity and Agility in Building EVs in China
- WEI ZHAO
  Constructing a Value Chain from below: Emergence of NEV Battery Manufacturing and Advanced Cluster Policy in the Pearl River Delta, China

**Session n°: 17**
Room: Satie
Chair: BRUNO JETIN, University of Brunei Darussalam
- EMILIO BARALDI & PAULO C. KAMINSKI
  The recall and how the lessons learned can be used
- KRIENGKRAI TECHAKANONT, HOMKLIN TASSANEE & THANAA PHAMARANON
  Where have all old cars gone?: Roles of the informal sector in treating the end-of-life vehicles in Thailand
- SO SASAKI & YUTAKA ASAZUMA
  Automobile Market Analysis in Myanmar

**Session n°: 18**
Room: Amphi Fortunato
Chair: YVELINE LECLER, Université de Lyon, Sciences Po
- PHILIPPE BYOSIERE
  Multiple-faceted mixed blessings of “delivering” people and goods in the platform economy: Comparing implications and challenges between Japan and the EU Low Countries.
- HIDETADA HIGASHI & SOICHIRO MINAMI
  The Architecture of Mobility as a Service (MaaS): Dichotomy of Global Platform and Local Integration
- MATHILDE ABEL
  From Uber to local commuting platform: digital platforms at the center of a “theoretical representation crisis”, case study of the mobility sector in France
Friday
14th of June, 2019

Coffee & late admission
08:30 – 09:00

Parallel sessions
09:00 – 10:30

Session n°: 19
Room: Amphi Marie-Curie
Chair: GÉRY DEFFONTAINES, GERPISA
- BRUNA HABIB CAVAZZA, THAIS ASSIS DE SOUZA, ANDRÉ LUIZ ZAMBADEL
  Innovation Radar for Disruptive Technology Insertion: The Case of Autonomous Vehicles in Brazil and France
- GIULIA MARCOCCHIA
  The alignment process toward autonomous connected mobility ecosystem structuring. Lessons learnt on the incumbents’ side
- GREG MORDUE
  Will Ethics-Based Challenges and the Failure of Policy Makers to Intervene Ultimately Derail the Proliferation of High Level Autonomous Vehicles?

Session n°: 20
Room: Satie
Chair: BOLESLAW DOMANSKI, Jagiellonian University
- TOSHIYUKI BABA
  How Brazilian international competitiveness changed after the Inovar-Auto policy: comparison of the international competitiveness of auto-parts in Brazil with other countries
- MARTIN SCHROEDER
  Emerging country newcomer supply chain formation: the case of Vinfast
- RAPHAEL DA LIMA
  Interfirms Governance in the automotive sector: a case study in southern Rio de Janeiro

Session n°: 21
Room: Fortunato
Chair: TAKAHIRO FUJIMOTO, University of Tokyo
- MARC ALOCHET & CHRISTOPHE MIDLER
  EV Scale Up, from Product Modularity to Mobility Versatility
- BRUNO JETIN
  Who will control the electric car market?
- SERGIO MUNIZ, BRUCE BELZOWSKI, JANGHwan ZHU, JACKLYN SHIN, RODRIGO FERREIRA
  Automakers’ Electric Vehicle Platform Strategies and its Impacts on Battery Package Design and Thermal Management System

10:30 – 11:00
Coffee break

11:00 – 12:30
Parallel sessions

Session n°: 22
Room: Amphi Marie Curie
Chair: MARC ALOCHET, Ecole Polytechnique
- GÓMEZ MAÑAS & ADRIÁN PABLO
  How cities’ actors prepare for the possible arrival of autonomous vehicles. A study about the Paris metropolis.
- T. A SOUZA, B. H CAVAZZA, R. M GANDIA, J. Y SUGANO, & I. NICOLAÏ
  Autonomous vehicles as an emergent innovation: governance through the lens of the quadruple helix
- SYLVIE MIRA-BONNARDEL & DANIELE ATTIAS
  Autonomous vehicle for flexible public transportation systems: towards a shared on demand mobility

Session n°: 23
Room: Satie
Chair: BERNARD JULLIEN, Université de Bordeaux
- XIAOXIANG DENG
  Problematisation and Politicization of Technical Indicator Tools: A Case Study of Used Car Restriction Policy In China
- T. FUKUDA
  Public Policies and Ethnic Entrepreneurs Dealing Used Cars and Car Parts from Japan to the Global Market: Focusing on Pakistani and South Asian Transnational Migrants
- KATSUNORI OKAMOTO & YUTAKA ASAZUMA
  Influence on used cars trade from Japan, which is brought about by port promotion policies: Case of Fushiki-Toyama Port and Kobe Port

Session n°: 24
Room: Amphit Fortunato
Chair: THOMAS KLIER, Federal Reserve Bank of Chicago
- BRENDAN SWEENEY & MORDEUE GREG
  The Categorization and Assessment of Industrial Policy: Automotive Policy in the Semiperiphery
- BOLESLAW DOMANSKI, KRZYSZTOF GWOSDZ & AGNIESZKA SWIGOST
  Evolution of public policies towards automotive industry in Poland
- TAKATOSHI MURAYAMA & SHINYA ORIHASHI
  Challenges of the less developing region of automobile industry in Japan: A case of the Japanese Tohoku
Friday
14th of June, 2019

14:00 – 15:30

Parallel sessions

Session n°: 25
Room : Amphi Marie-Curie
Chair : GÉRY DEFFONTAINES, GERPISA
  • JEEHOON KI
    Comparison of Autonomous Vehicle Policy Among France, Japan, and Korea: An Analysis through the Lens of Sectoral Innovation System
  • B. H CAVAZZA, T. A. SOUZA, R. M. GANDIA, A. L. ZAMBALDE, I. NICOLAI & A. M. NETO
    Critical Success Factors for the insertion of Autonomous Vehicles as a Product Service System in a country
  • FABIO ANTONIAVILLI
    International Benchmark on Experimentations with Autonomous Shuttles for Collective Transport

15:30 – 16:00
Coffee break

16:00 – 18:00

Plenary session III. From the new frontiers to the new worlds of the automotive industry: the problem of disruption

Session n°: 26
Room : Satie
Chair : HOLGER BUNSGCHE, School for International Studies, Kwansei Gakuin University
  • MARCOS DE C. MARQUES & FLAVIA CONSONI
    Governance and Policies to Foster Low Emission Vehicles in China, EUA and Japan
  • SAMUEL KLEBANER
    Managing regulations: the integration of the air pollutant emissions limits in the car manufacturers economic activities
  • YUTAKA ASAZUMA, K. OKAMOTO & K. TOGAWA
    Current Status and Problems of Japanese Automobile Recycling System

Session n°: 27
Room : Amphi Fortunato
Chair : SIGFRIDO RAMIREZ, Max Planck Institute for European Legal History Frankfurt
  • ARNULFO ARTEAGA-GARCÍA, AURORA MARCIAL-FLORES & SAMUEL ORTIZ-VELÁSQUEZ
    China in the automotive industry in Mexico: perspectives and challenges in the transition from NAFTA to USMCA
  • AURORA MARCIAL-FLORES
    From NAFTA to USMCA: conditions and challenges of automotive financing in Mexico.
  • GIULIO CASTELLANOS & CLOTILDE HERNÁNDEZ GARNICA
    Implications of the USMCA of November 2018 in the automotive industry installed in Mexico.

20:00
Gala Dinner

Restaurant LA COUPOLE
102, Bld du Montparnasse
75014 Paris
RER Port-Royal / Metro Vavin / Metro Notre-Dame des Champs
GIS GERPISA
Groupement d’Intérêt Scientifique
Ecole Normale Supérieure de Paris-Saclay

MEF (Ministère de l’Économie et des Finances)
Julien TOGNOLA – Chef du service de l’Industrie à la DGE
Emmanuel CLAUSE – Chargé de mission Innovation/transport

MTES (Ministère de la Transition Écologique et Solidaire)
Serge BOSSINI – Directeur de la recherche et de l’innovation
Arantxa JULIEN - Chargé de Mission Réseaux Mobilité et Modes de Vie

CCFA
Christian PEUGEOT – Président du CCFA
Pierre-Louis DEBAR – Directeur économie, statistiques et transports du CCFA

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

ENS Paris-Saclay
Pierre-Paul ZALIO – Président de l’Ecole Normale Supérieure de Paris-Saclay
Welcome area Gépisa International Colloquium (D’Alembert building, first floor, Amphithéâtre Marie Curie)