

GERPISA

*Réseau International
International Network*

14th GERPISA International Colloquium¹
14^{ème} Rencontre Internationale du GERPISA

**Les firmes automobiles : des organisations orientées vers le marché ?
Mythes et réalités**

***Are automobile firms market-oriented organisations ?
Myths and realities***

June 12-13, 2006

Paris, Ministère de la Recherche
(1, rue Descartes, Paris 5^{ème})

PROGRAMME

MONDAY, JUNE 12TH 2006

9h00 *Welcome of participants*

9h30-12h30 : Plenary session (amphi. Poincaré)

9h30 Session 1

Changes in the automobile services : from OEMs to new actors

Chair : Yannick Lung, (IFReDE-GRES, University of Montesquieu – Bordeaux 4, France)

Bernard Jullien, (IFReDE-GRES, University of Montesquieu – Bordeaux 4, France)

La place renouvelée des services dans les systèmes automobiles

10h45 *Coffee break*

11h00 Rounde table :

The development of the services for the evolution of the automobile industry: issues at stake

Chair : Yannick LUNG, (IFReDE-GRES, University of Montesquieu – Bordeaux 4, France)

- José LOPEZ, Directeur des Services du Groupe Renault pour l'Europe
- Olivier Von RUYMBEKE, PDG du groupe de réparation indépendante Autodistribution (AD)
- Un représentant de la Location Longue Durée.

12h30 Lunch

¹ La traduction simultanée ne sera pas assurée dans les Amphi A, B et Stourdzé. / The simultaneous translation will not be available in the Amphi A, B and Stourdzé.

14h15-17h30 : Parallel sessions

14h15 Session 2 (amphi. Stourdzé)

Productive systems: Managing supply chain

Chair : Koichi Shimizu, (*Okayama University, Faculty of Economics, Okayama, Japan*)

Oscar F. Contreras - Jorge Carrillo, (*El Colegio de Sonora, El Colegio de la Frontera Norte*)
Global production networks and local learning: the case of Ford in Hermosillo, Mexico

Silvio R.I. Pires - Guillermo Cardoza, (*Universidade Metodista de Piracicaba, Instituto de Empresa Business School*)
A comparative study of supply chain management innovations and best practices in Brazil's and Spain's auto industry

Session 3 (amphi. B)

Emerging markets 1: China

Chair : Yveline Lecler, (*IAO, ISH Lyon, France*)

Bruce Belzowski, (*University of Michigan Transportation Research Institute - Office for the Study of Automotive Transportation*)
Inside China. The Chinese view their automotive future

Zhao Min
Competitive strategy of Multinational enterprises in China: Case studies of American, European and Japanese automobile enterprises

Session 4 (amphi. Poincaré)

Dynamics of markets and retailing strategies 1

Chair : Ulrich Jürgens, (*WZB – Social Science Research Center Berlin, Germany*)

Andrea Stocchetti - Giuseppe Volpato (*Università Ca-Foscari di Venezia*)
Product-line variety and innovation along product life-cycle in car market: are carmakers' policies really effective?

Eric Ballot - Blanche Ségrestin - Benoît Weil, (*École des Mines de Paris*)
La diversité comme vecteur de croissance? Interrogation sur l'impact économique de la diversité chez les constructeurs automobiles

15h30 *Coffee break*

15h45 Session 5 (amphi. Stourdzé)

Employment relationships

Chair : Elsie Charron, (*CNRS - CSU – GERPISA*)

Mélanie Bulet, (*Université de Lille I - Laboratoire CLERSE*)
Des effets de l'introduction de la relation marchande au coeur du fonctionnement de l'organisation

Paul Stewart - Andy Danford - Mike Richardson - Holly Combe, (*University of the West of England*)
Changing patterns of work and employment in the Aerospace and automobile sectors in Italy and the UK

François Michaux, (*Renault - Direction des Ressources Humaines*)
Comment les entreprises allemandes gèrent leurs baisses de coût

Session 6 (amphi. B)

Emerging markets 2: China

Chair : Robert Boyer, (*CEPREMAP, Paris, France*)

Lu Zhang - (SAPAI), (*The Johns Hopkins University - Department of Sociology*)
Globalization, market reform, and changing labor relations in China, 1980-2006: A case study of the Chinese automobile industry

Hua Wang, (*Euromed Marseille Ecole de Management*)
Making the Chinese Cars: Examine the assembler-supplier relations of Geely Group

Xavier Richet - Joel Ruet, (*Université Sorbonne nouvelle, Paris – London school of Economics*)
Technology appropriation, catching up strategies and competition: comparing Chinese and Indian automobile industry

Session 7 (Poincaré)

Dynamics of markets and retailing strategies 2

Chair : Bruce Belzowski, (*University of Michigan Transportation Research Institute - Office for the Study of Automotive Transportation*)

Glenn Mercer (*McKinsey & Company*)

Automotive retailing systems: Why so resistant to change ?

Leonardo Buzzavo (*Università Ca-Foscari di Venezia*)

Matching supply chains to customer demand: the evolution of automotive supply system in Europe

Thomas CHIEUX (Leader research ICDP, France):

Evolution of Franchise Car Dealers in Europe: The outlook for dealer sales and after-sales activities in an evolving competitive environment and the role of car manufacturers in this evolution.

17h30 Break

17h45-19h00 : Special session : Film (amphi. Poincaré)

17h45 Session 8

Chair : Jean-Pierre Durand, (*University of Evry, Pierre Naville Center, Evry, France*)

Ganne B., Pénard J.-P., Lecler Y., (*GLYSI-SAFA, IAO, ISH Lyon, France*)

Clic et déclics: s'implanter en Chine et au Japon

A 60 minutes film on A. Raymond, a French parts maker, with English subtitles.

Followed by a discussion

19h00 Cocktail

TUESDAY, JUNE 13TH 2006

8h45-12h45 : Parallel sessions

8h45 Session 9 (amphi. A)

Productive systems: outsourcing and flexible manufacturing

Chair : Giovanni Balcet, (*University of Turin, Italy*)

Dario Ikuo Miyake (*Universidade de São Paulo, São Paulo, Brazil*)

Enhancing responsiveness to market by the development of rapidly reconfigurable production systems: the case of a Japanese manufacturer of automotive components

Carolina Andrade - Joao Furtado, (*Departamento de Engenharia de Produção, Escola Politécnica, Universidade de São Paulo, Brasil*)

Innovation and manufacturing in assembly industries: a comparative analysis of outsourcing approaches on automobiles and electronics

Session 10 (amphi. B)

State and markets in the automobile industry

Chair : Patrick Fridenson (EHESS - CRH, Paris)

Cyrille Sardais, (*HEC de Montréal, Canada*)

L'"orientation marché" résiste-t-elle à une période de pénurie ? La politique produit de la régie Renault au cours de l'immédiat après-guerre

Jean-François Grevet, (*SAPAI et IRHIS - Université de Lille-3*)

State is a market too. The industrial vehicles industry or Business to Business and Business to State: markets, firms and State in France from the beginning of 1974

Session 11 (Poincaré)

Dynamics of markets and retailing strategies 3: Brazil

Chair : Yannick Lung, (IFReDE-GRES, University of Montesquieu – Bordeaux 4, France)

Liana Carleial et alii, (*l'Université Fédérale du Paraná-Brésil, CNPQ-Brésil, associée à l'Institut Paranéen du Développement Économique et Social*)

Les firmes automobiles au Brésil: l'orientation toujours "renouvelée" vers le marché, adéquation à la politique macroéconomique nationale et faibles résultats à long terme?

Enéas Gonçalves de Carvalho, (*Universidade Estadual Paulista Júlio de Mesquita Filho*)

The recent evolution in the heavy trucks and buses sub-sector of the Brazilian auto industry: a model case of a new competitor highly tuned in with the local market/demand real needs?

10h45 *Coffee break*

11h00 Session 12 (amphi. A)

Productive systems: comparison across sectors

Chair : Vincent Frigant, (IFReDE-GRES, University of Montesquieu – Bordeaux 4, France)

Nelson Jair Santin - Roberto Marx, (*University of Sao Paulo, Brazil*)

Global product development and Brazilian subsidiaries: similar and different realities in the automotive and white good industries

Alfonso Fleury - Maria Tereza Lame Fleury, (*University of Sao Paulo, Brazil*)

Building new productive models: from Telecoms to the auto industry

Session 13 (amphi. B)

Emerging markets 4

Chair : Jorge Carrillo, (*El Colegio de la Frontera Norte, Mexico*)

Arturo A. Iara - Jaime Arellano - Alejandro García, (*Universidad Autonoma Metropolitana, Mexico*)

Technological co-evolution of autopart Maquila companies and machining workshops

Marco Aurelio Santana - José Ricardo Ramalho, (*Federal University of Rio de Janeiro State (UNIRIO) (UFRJ)*)

Global strategy and local practices: the experience of PSA in Brazil

Session 14 (Poincaré)

Dynamics of markets and retailing strategies 4

Chair : Giuseppe Volpato (*Università Ca-Foscari di Venezia*)

Sigfrido Ramirez, (*European University Institute – SAPAI*)

The origins of the EEC block-exemption in automobile distribution: 1962-1985

Tommaso Pardi, (*EHESS - CSU – GERPISA, SAPAI*)

The place of distribution in the Toyota Production System: the European network 1992-2005

Bernard Jullien, (IFReDE-GRES, University of Montesquieu – Bordeaux 4, France)

Les inégalités de revenus et leurs effets sur les demandes automobiles

12h45 *Lunch*

14h15-15h45 : Parallel sessions

14h15 Session 15 (amphi. A)

Productive systems: Inter-firm learning process

Chair : Martin Krzywdzinski, (*WZB – Social Science Research Center Berlin, Germany*)

Bolesaw Domanski - Robert Guzik - krzysztof Gwosdz,

The new spatial organisation of automotive industry in Poland in the context of its changing role in Europe

Miguel Gaston Cedillo - Juan Sánchez-Garza - Cuauhtémoc Sánchez-Ramirez, (*Corporacion Mexicana de Investigación en Materiales, S.A. de C.V. (COMIMSA)*)

Les nouveaux schemas relationnels de la cooperation inter-entreprises: le cas du cluster automobile de Coahuila au Mexique

Session 16 (amphi. B)

Emerging markets 3

Chair : Michel Freyssenet, (*CNRS - CSU – GERPISA*)

Jean-Christophe Defraigne - (SAPAI), (*Institut des Dynamiques en Europe, University of Metz*)

Economies of scale, external competition and the reorganisation of industrial policies in the automotive industry: a comparative analysis of the current situation on the Chinese market and of the European experience before the Single Market

Anthony Black, (*School of Economics - University of Cape Town*)

Economies of scale and the organisation of production in the developing world: the case of South Africa

Session 17 (amphi. Poincaré)

Financialisation and industry dynamics

Chair : Bruno Jetin

Eduardo Fischmann - Mauro Zilbovicious, (*Escola Politécnica da Universidade de São Paulo (PRO-EPUSP)*)

Value creation or destruction in the automotive field: the case of an American system supplier

Julie Froud, Sukhdev Johal, Adam Leaver, Karel Williams (*University of Manchester, CRESC Research Center – MBS*)
Storie, stockmarket analysts and car companies

15h45 *Coffee break*

16h00-16h30: Plenary session (amphi. Poincaré)

16h00 Session 18 (amphi. Poincaré)

Conclusion

16h30 *End of colloquium*