



16th GERPISA International Colloquium

The automobile industry and sustainable development:
Concept and doctrines, public policies and company strategies

Hosted by CERIS - CNR
Collegio Carlo Alberto - Via Real Collegio 30 - Moncalieri, Turin, Italy



PROGRAMME

WEDNESDAY, JUNE 18th 2008

9-9,15 Shuttles from Hotel Roma (Piazza Carlo Felice, 60) to the conference venue

10,00 Registration and welcome coffee

10,30 Institutional greetings

10,45 - 12,45 : Plenary session (Amphitheatre)

Is Sustainable Development a new referential for public policies' design?

- Aggeri Franck, (Ecole des Mines)
- Boulanger Paul Marie, (IDD)
- Belzolwski Bruce, (Automotive Analysis Division, University of Michigan)
- Fujimoto Takahiro, (Tokyo University)

12,45 Lunch

14 - 15,30 : Parallel sessions

14,00 **Session 1** (Amphitheatre)

Emerging automobile industries markets and Sustainable Development

Chairperson, Donnelly Tom (Coventry University, UK)

Begley Jason, Collis Clive, Morris David (SURGE, Futures Intitute, Coventry University Technology Park, UK)

The Russian automotive industry and foreign direct investment

Domanski Boleslaw, Guzik Robert, Gwosdz Krzysztof (Jagiellonian University, Krakow, Poland)
Competence development and relocation dangers in central European automotive industry

Donnelly Tom (Motor Industry Observatory, Faculty of Business, Environment & Society, Coventry University, UK)

The Chinese Car Industry: opportunity or threat?

Session 2 (Red hall)
Innovation design and Sustainable Development

Chairperson, Stocchetti Andrea (Ca' Foscari University, Venezia, Italy)

Da Silva Sergio Luis (Federal University of São Carlos, DCI and PPGEF Brazil), Rozenfeld Henrique (University of São Paulo, Advanced Manufacturing Nucleus [NUMA] Brazil)

Model for mapping knowledge management in a case of product development process at a truck and bus manufacturer

Bloecker Antje, Jürgens Ulrich (WZB, Berlin, Germany)

Changes in the German car design and development sector and the challenge of sustainability

Segrestin Blanche (Ecole des Mines de Paris, France), Elmquist Maria (Chalmers University of Technology, Sweden)

Alternative design strategies to combine environmental and economic sustainability: Lessons from an empirical experiment with an automotive firm

Session 3 (Room 1)
Public policies norms and Sustainable Development

Chairperson, Jullien Bernard (GERPISA, Université d'Evry - University of Montesquieu - Bordeaux 4)

Mercer Glenn (IMVP, USA)

"The devil is in the details": Unintended consequences of environmental regulation

Ramirez Pérez Sigfrido

Automobile standardisation in Europe: between technological choices and neo-protectionism

Belzowski Bruce (Automotive Analysis Division, University of Michigan)

The Conflict Among Sustainability, Public Policy, and the Powertrain Strategies of Manufacturers in the North American Market

Session 4 (Room 2)
Corporate Social Responsibility

Chairperson, Frigant Vincent (GREThA, Université Montesquieu-Bordeaux IV, France)

Hertwig Markus, Pries Ludger, Rampeltshammer Luitpold (Ruhr – Universität Bochum, Germany)

European works councils a transnational organizations? Case studies from the automobile industry

Lara Rivero Arturo (UAM-X, Mexico), Garcia Garnica (UAEM, Mexico), Alejandro, Taboada Ibarra Eunice (UAM-A, Mexico),

Crisis and transformation of heavy vehicle industry in México: The Volvo, Volkswagen and Daimler case

Charron Elsie (GERPISA CNRS – CSU, Paris, France)

La restructuration des firmes automobiles en Europe : Le Comité de Groupe Européen et les réponses des salariés à la mise en concurrence de sites industriels situés dans les pays différents

Session 5 (Room 3)
Regional Trajectories

Chairperson, Kamp Bart (Erasmus University Rotterdam, The Nederland)

Bevis Keith (School of Aerospace Automotive and Design Engineering, University of Hertfordshire, College lane Campus, UK)

The challenges for sustainable skills development in the UK automotive supply sector: Policy and implementation

Tözün Reha (Stuttgart Region Economic Development Corporation, Germany)

The new initiative "It meets automotive" in Stuttgart Region

Russo Giuseppe, Chiesa Filippo (STEP Ricerche S.r.l. – Turin, Italy)

The Italian automotive supply chain, based on the survey of the Turin Chamber of Commerce. 2007 Results and the determinant of competitiveness in a globalized market

Session 6 (Amphitheatre)

Emerging automobile industries markets and Sustainable Development

Chairperson, Salerno Mario Sergio (Polytechnic School, University of São Paulo, Brazil)

Gonçalves de Carvalho Enéas (UNESP – GEEIN, Brazil)

The internationalization of the R & D in the automobile industry and the sustainable development: the Brazilian experience

Bungsche Holger (Institute for Industrial Research, Kwansai Gakuin University, Nishinomiya, Japan)

China's automobile industry: is there a road to sustainable development?

Session 7 (Red hall)

Innovation Design and Sustainable Development

Chairperson, Aggeri Franck, (Ecole des Mines de Paris)

Dassisti M (Politecnico di Bari, Italy), Schrickel G, Massari M (Bosch T.D.It. Modugno Bari, Italy)

Hy-Change Methodology at Both T.D.It: Performance improvement for tool-management systems

Medina Heloisa (CETEM – Cidade Universitária Rio de Janeiro, Brazil), Naveiro Ricardo (PEP – Cidade Universitária Rio de Janeiro, Brazil)

Eco-design practices in Europe fostering automotive vehicles recyclability in Brazil

Vervaeke Monique (Centre Maurice Halwachs - CNRS – ENS, Paris, France)

Industrial designers and sustainable developpement

Session 8 (Room 1)

Public policies norms and Sustainable Development

Chairperson, Balcet Giovanni (University of Turin, Italy)

Balcet Giovanni, Bruschieri Silvia (University of Turin, Italy)

Technology transfer, joint ventures and the emergence of Indian multinationals : the case of the automotive industry

Becker-Ritterspach Florian (University of Groningen, Dept. of International Business & Management, The Netherlands), Becker-Ritterspach Jutta (Social Science Research Centre Berlin Ltd, Berlin, Germany)

Small cars strategies, emerging economies and sustainability

Zentelin Jean-Louis (Centre Pierre Naville – Université d'Evry, France)

Entre progrès et précaution, l'enjeu des NTIC

Session 9 (Room 2)

Corporate Social Responsibility

Chairperson, Vitali Giampaolo (Ceris-Cnr, Moncalieri, Italy)

Enrietti Aldo, Sanlorenzo Luca (University of Turin, Italy)

Surviving the fall of a king: The regional implications of crisis and resurrection at Fiat Auto on supply firms

Venugopal R (Institut for Financial Management and Research, Chennai India)

Understanding CSR: A typology of approaches and some evidence from the Indian automobile industry

Bacchiocchi Emanuele, Massimo Florio (Università degli Studi di Malano), Giunta Anna (Università di Roma Tre, Italy)

Internationalisation modes and determinants – The case of Italian automotive firms

Session 10 (Room 3)

Firms trajectories: the Toyota's case

Chairperson, Fujimoto Takahiro (Department of Economics, University of Tokyo)

Lacayo Ojeda Maria Hortensia (Universidad Nacional Autonoma de Mexico)

L'éco-conception, une stratégie des constructeurs automobiles pour intégrer les exigences de la directive 2000/53/CE relative aux véhicules hors d'usage : les cas de Renault et de Toyota

Pardi Tommaso (CSU – EHESS, Paris, France)

The false premises of social corporate responsibility in lean production: the case of Toyota in Europe and Japan

18,00-18,15 Return shuttles

THURSDAY, JUNE 19th 2008

8,15-8,30 **Shuttles from Hotel Roma (Piazza Carlo Felice, 60) to the conference venue**

9,15 - 10,45 : Plenary session (Amphitheatre)

Chairperson, Zanetti Giovanni (University of Turin, Italy)

Fiat Strategies in Automotive Sustainable Development

- Di Giusto Nevio (CEO – Centro Ricerche Fiat, Orbassano, Italy)

- Volpato Giuseppe (Ca' Foscari University, Venezia, Italy)

10,45 **Coffee break**

11,15 - 12,45 : Parallel sessions

Session 11 (Amphitheatre)

Emerging automobile industries markets and Sustainable Development

Chairperson, Graves Andrew (University of Bath School of Management, UK)

Miemczyk Joe (Audencia Nantes Ecole de Management), Howard Mickey (SODA, School of Management, University of Bath, UK)

Transferring sustainable business models to the automobile industry: opportunities and limits

Schaffer Jens, Schleich Heinrich (Leuphana University of Lueneburg, Department of Automation Technology, Lueneburg, Germany), Scavarda Luiz Felipe (Pontifical Catholic University of Rio de Janeiro, Industrial Engineering Department, Rio de Janeiro, Brazil), Parry Glenn (University of Bath, School of management, Bath, United Kingdom)

Automotive production: product variety and how emerging economies can avoid problems of industrialised countries

Stone Gareth, Crute Valerie, Graves Andrew (University of Bath School of Management, UK)
Innovations in automotive logistics: Managing the transition to "5 Day Car" in Europe

Session 12 (Red hall)
Innovation design and Sustainable Development

Chairperson, Midler Christophe, (Centre de Recherche en Gestion de l'Ecole polytechnique, Paris)

Aggeri Franck (Ecole des Mines de Paris), Elmquist Maria (Chalmers University of Technology, Sweden),
Hans Pohl, (Vinnova, Sweden)

Managing learning in the automotive industry – The race for hybridisation

Angelescou Georgiana (CERGORS, Université Paris 1 Panthéon, Sorbonne, France)

Solenza, la pré-Logan ou comment l'entreprise roumaine Dacia a appris a développer les projets en mode concourant ?

Vallejo Bertha (UNU-MERIT in Maastricht and Development Research Institute 5IVO) in Tilburg, The Netherlands)

Learning under changing market conditions

Session 13 (Room 1)
Public policies norms and Sustainable Development

Chairperson, Rolfo Secondo (Ceris-Cnr, Moncalieri, Italy)

Bernard Lucio (FPT – Fiat Powertrain Technologies, Torino, Italy)

The future of powertrain technologies

Bertoli Claudio (CNR-DET, Roma, Italy)

The contribution of C.N.R. research to the future powertrains

Cacciola Gaetano (CNR-ITE, Messina, Italy)

Hydrogen vehicle, is still an opportunity?

Session 14 (Room 2)
Corporate social responsibility: Working for the automobile industry

Chairperson, Garibaldi Francesco (Fondazione Istituto per il Lavoro, Bologna, Italy)

Krzywdzinski Martin (WZB, Berlin, Germany)

Relocation and East-West competition: the case of the European automotive industry

Garibaldi Francesco (Fondazione Istituto per il Lavoro, Bologna, Italy)

A company in transition: Fiat Mirafiori of Turin

Greca Rainer (University of Eichstätt-Ingolstadt, Germany)

Flexible response to international competition: change of work and work organization at AUDI and BMW

Session 15 (Room 3)
Markets, demand and product policies

Chairperson, Jullien Bernard (GERPISA, Université d'Evry - University of Montesquieu - Bordeaux 4)

Nadin Giancarlo, Tullio Savorgnani Glauco (Centrimark, Università Cattolica del Sacro Cuore, Milano, Italy), Besana Marco (Talos-am, ApertaMente, Italy)

Environmental awareness of car owners: the case of natural gas vehicles in Italy

Volpato Giuseppe, Stocchetti Andrea (Ca' Foscari University, Faculty of Economics, Venezia, Italy)

Managing product life-cycle in the auto-industry: evaluating carmakers effectiveness

Delmas Sylvain (Université de Montesquieu, Bordeaux IV)

Sustainable Development requirements and new product policies

12,45 Lunch

Session 16 (Amphitheatre)

Emerging automobile industries markets and Sustainable Development

Chairperson, Lung Yannick (GREThA UMR CNRS 5113, Université de Bordeaux, France)

Wang Hua William (Euromed Marseille Ecole de Management, France)

China's automobile industry – Embracing the energy and environment challenge in the 21st century

Fujimoto Takahiro (Department of Economics, University of Tokyo), Ge Dongsheng (Faculty Researcher, Manufacturing Management Research Center, University of Tokyo)

Architecture-based comparative advantage and trajectory of manufacturing firms/industries

Session 17 (Red hall)

Innovation design and Sustainable Development

Chairperson, Segrestin Blanche (Ecole des Mines de Paris, France)

Berggren Christian, Magnusson Thomas (Linköping University, Dept of Management and Engineering, Sweden)

Hybrids versus diesel – The forgotten technological competition for sustainable solutions in the global automotive industry

Midler Christophe, Beaume Romain (Centre de Recherche en Gestion de l'Ecole polytechnique, Paris)

From technology competition to reinventing individual mobility for a sustainable future: Challenges for new design strategies for electric vehicle

Oltra Vanessa, Saint-Jean Maïder (Université de Montesquieu, Bordeaux IV)

Sectoral systems of environmental innovation: an application to the French automotive industry

Session 18 (Room 1)

Public policies norms and Sustainable Development

Chairperson, Ramirez Pérez Sigfrido

Amato Neto Joao (Escola Politécnica, Universidade de são Paulo, Brazil)

Sustainability in the brazilian automotive productive chain: a multiple case study

Moniz Antonio, Margarida R. Paulos (FCT-UNL, Monte de Caparita, IET – Research Centre on Enterprise and work innovation, Portugal)

Futures of automobile industry and challenges on sustainable development and mobility

Wells Peter, Paul Nieuwenhuis (Cardiff Business School, Centre for Automotive Industry Research, Cardiff, UK), Orsato Renato (INSEAD Social Innovation Centre, Fontainebleau, France)

Scale and sustainability for the automotive industry in an era of rapid technological change

Session 19 (Room 2)

Corporate social responsibility and Suppliers

Chairperson, Miemczyk Joe (Audencia Nantes Ecole de Management, France)

Brauer Kati (4flow AG, Berlin, Germany)

Decentralization in the European automotive industry: A scenario- based evaluation

Rolfo Secondo, Vaglio Paolo (Ceris-Cnr, Moncalieri, Italy)

Mould and die makers for automotive in Italy

Lewis Mike, Howard Mickey, Stone Gareth (School of Management, University of Bath, UK)

Beyond products and services: Shifting value generation in the automobile supply chain

Session 20 (Room 3)

Supply Chain management and Sustainable Development

Chairperson, Jullien Bernard (GERPISA, Université d'Evry - University of Montesquieu - Bordeaux 4)

Carrillo Jorge (El Colegio de la Frontera Norte-Mexico), Plascencia Ismael (Universidad Autonoma de Baja California-Mexico)

Joint responsibilities in environmental performance: the automotive supplier sector in Northern Mexico

Horn Gideon (Nelson Mandela Metropolitan University, South Africa)

Developing previously disadvantaged suppliers as a means of ensuring a sustainable South African Automotive Industry: Challenges and Policies

Frigant Vincent (GREThA UMR – CNRS 5113, Université Montesquieu-Bordeaux IV, France)

What could be the incentives for the FTS to develop responsible initiatives? Reflexions on the diffusion of CRS in the auto parts industry

15,30 Tea break

16,00 - 17h30 : Plenary session (Amphitheatre)

Chairperson, Jürgens Ulrich (WZB, Berlin, Germany)

Italian Car Stylist and Automotive Sustainable Development

- Giugiaro Giorgetto, (President – Italdesign, Moncalieri, Italy)
- Calabrese Giuseppe (Ceris-Cnr, Moncalieri, Italy)

18,00-18,15 Return Shuttles

20,30 Gala dinner at “Circolo dei Lettori”, Via Bogino 9, Turin

FRIDAY, JUNE 20th 2008

8,15 - 8,30 Shuttles from Hotel Roma (Piazza Carlo Felice, 60) to the conference venue

9,15 - 10,45 : Plenary session (Amphitheatre)

Chairperson, Rolfo Secondo (Ceris-Cnr, Moncalieri, Italy)

Infomobilty and sustainable mobility in Italy

- Michellone Giancarlo (Area Science Park, Trieste, Italy)
- Bairati Andrea (Piedmont Region)
- De Santis Giuseppina (Turin Province)
- Dealessandri Tom (Turin Municipality)

10,45 Coffee break

Session 21 (Amphitheatre)

Emerging automobile industries markets and Sustainable Development

Chairperson, Calabrese Giuseppe (Ceris-Cnr, Moncalieri, Italy)

Layan Jean-Bernard, Lung Yannick (GREThA UMR CNRS 5113, Université de Bordeaux, France)
Le développement du pôle automobile de Tanger (Maroc) est-il soutenable ?

Fava Valentina, Fellow Max Weber (European University Institute, Italy)
Transfer of technology and multinational corporations: comparing the long-term relations between Eastern and Central European automobile manufacturers and Western European automobile multinationals (1945-2000)

Session 22 (Red hall)

Innovation design and Sustainable Development: *Alternative fuel vehicle*

Chairperson, Chanaron Jean-Jacques (CNRS, Grenoble Ecole de Management, France)

Chanaron Jean-Jacques (CNRS, Grenoble Ecole de Management), Teske Julius (Munich University of Applied Sciences, Germany)
Hybrid vehicles: a temporary step

Grevet Jean-François (Institute de recherches Historiques du Septentrion de l'Université de Lille 3, France)
L'industrie du poids lourd face au développement durable : enjeux, acteurs et dynamiques de la recherche d'une énergie alternative aux hydrocarbures, d'hier à aujourd'hui

Marc Dijk (International Centre for Integrated Assessment and Sustainable Development (ICIS), Maastricht University, The Netherlands), Carlos Montalvo (TNO, Dutch Organization for Applied Scientific Research, The Netherlands)
Hydrogen vehicle development: a study on the drivers for car firms and policy implications for sustainable development policy

Session 23 (Room 1)

Public policies norms and Sustainable Development: *end of life vehicle*

Chairperson, Zoboli Roberto (Ceris-Cnr, Moncalieri, Italy)

Chen Ming (School of Mechanical and Power Engineering, Shanghai Jiao Tong University, China)
Sustainable manufacture in auto industry: consideration and practice in China

Andersen Frits Møller, Larsen Helge (Risø DTU, Systems Analysis Department, Roskilde, Denmark), Skovgaard Mette (European Topic Centre on Resource and Waste Management, Copenhagen, Denmark)
Modelling and forecasting the number of ELVs in 25 EU member states

Miemczyk Joe (Audencia Nantes Ecole de Management, France)
Reducing the impact end of life vehicles – The role of suppliers

Session 24 (Room 2)

Corporate social responsibility: *Plant closures in the automotive industry*

Chairperson, Coffey Dan (Leeds University Business School, UK)

Bailey David, MacNeil Stewart (Birmingham Business School and Centre for Urban and Regional Studies, University of Birmingham, UK)
The Rover task force: A case study in proactive and reactive policy intervention?

Coffey Dan (Leeds University Business School, University of Leeds, UK), Thornley Carole (Institute of Public Policy and Management, University of Keele, UK)
Swing plants or punishments? A study of a Ford closure decision

Thornley Carole (Institute of Public Policy and Management, University of Keele, UK), Tomlinson Philip (Business Economics, School of Management, University of Bath, UK), Coffey Dan (Leeds University Business School, University of Leeds, UK)
Low wages, low productivity and lean production: The US small firm auto and other manufacturing services sectors

Session 25 (Room 3)

Public policies norms and Sustainable Development

Chairperson, Ge Dongsheng (Faculty Researcher, Manufacturing Management Research Center, University of Tokyo)

Camargo Otavio Silva (Federal University of Minas Gerais, Brazil), Salerno Mario Sergio (Polytechnic School, University of São Paulo, Brazil) , Lemos Mauro Borges (Federal University of Minas Gerais, Brazil)

Growth of brazilian automotive industry and its regional expansion – 1996 to 2001

Shioji Hiromi (Faculty of Economics, Kyoto University, Japan), Tomino Takahiro (School of Commerce, Meiji University, Japan)

Order entry system of Japanese vehicle manufacturer

12,45 Lunch

14-15,30 : Plenary session - Synthesis and conclusion remarks (Amphitheatre)

Synthesis and conclusion remarks

Bernard Jullien (GERPISA, Université d'Evry - University of Montesquieu - Bordeaux 4 - France)

GERPISA's Fifth International Research Programme

One year on: first results and main outlines of a work programme

16,00 - 16,15 Return shuttles to Turin downtown and to Turin Airport