



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

WZB

Wissenschaftszentrum Berlin
 für Sozialforschung
 Gemeinnützige Gesellschaft
 Reichpietschufer 50
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AutoUni 

Volkswagen Aktiengesellschaft
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 38436 Wolfsburg

Comité d'organisation

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 ULRICH JÜRGENS, Wissenschaftszentrum Berlin für Sozialforschung
 TOMMASO PARDI, Ecoles des Hautes Etudes en Sciences Sociales



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ORGANISATION	Tommaso Pardi tommaso.pardi@gerpisa.org

Wednesday 9th of June, 2010

08:45 – 09:30

Welcome of participants

09:30 – 10:30

Plenary session I

Room: A 300

ULRICH JÜRGENS, Wissenschaftszentrum Berlin für Sozialforschung

BERNARD JULLIEN, Ecole Normale Supérieure de Cachan

1. JULLIEN, 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 DOMANSKI, 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, Jose 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 GONAZALEZ

The European economic recovery plan: eco-innovation and car scrapping 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 Cecília 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, & Hugues 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 (Hauptbahnhof)

8:32

**Departure Berlin Central Station
(Hauptbahnhof)**

9:38

**Arrival Wolfsburg Bahnhof - 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 n°: 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 n°: 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 n°: 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 SCEPANOVIC

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.

3. PRÄTORIUS, Gerhard

Volkswagen: "Creating Sustainable Value"

Session n°: 22

First tier suppliers approaches to the crisis

Room: B004/5

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

10:30 – 10:45

Coffee Break

10:45 – 12:15

Parallel sessions

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 KRZYWDZINSKI, Wissenschaftszentrum Berlin für Sozialforschung

1. WANG, Hua, & Chris KIMBLE

Leapfrogging to electric vehicles: Challenges of governance in China's Automobile Industry

2. BUNGSCHKE, 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 & Glauco ARBRIX

Economic growth, social development and crisis

Friday 11th of June, 2010

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?

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

4.

15:30 – 17:00

PERSPECTIVES FOR EUROPE

Room: A 300

PHILIPPE JEAN

The Head of the Automotive Unit

European Commission DG ENTR

Saturday

12th of June, 2010



10:00 – 12:30

Steering Committee

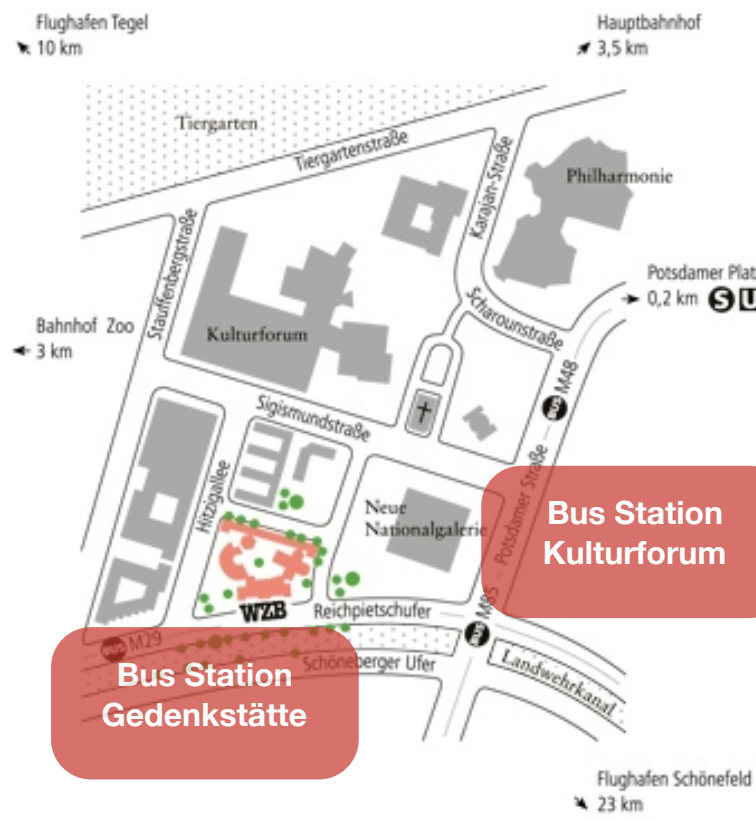
Meeting point: WZB, Reichpietschufer 50,
D- 10785 Berlin

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



WZB

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 C A C H A N

