25th International Colloquium of GERPISA

R/REVOLUTIONS
NEW TECHNOLOGIES
AND SERVICES IN THE AUTOMOTIVE INDUSTRY

14-16 JUNE 2017
ENS PARIS-SACLAY

gerpisa.org
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Never before has the automotive industry been involved in so many revolutions at once: the EV revolution, the digital and autonomous car revolution, the new mobility revolution, the industry 4.0 revolution. Forecasts from authoritative agencies announce that in the very near future the car as we have come to know it until the beginning of the XXI century – privately acquired and owned, personally driven, propelled by an internal combustion engine and manufactured by human beings – will cease to exist, replaced by electric, autonomous, connected mobility services produced in highly automated and flexible factories.

Carmakers and automotive traditional suppliers do not contest these views: they rather portray themselves as the future providers of these new services and technologies. Several reports suggest that if they don’t (or even if they do), other actors, ranging from GAFA (Google, Apple, Facebook, Amazon) to others ICT (Information and Communication Technology) and “social network” firms and start-ups, will take the control of this new digital value chain.

Yet, if one looks at the 91 millions of cars produced worldwide in 2015, an all time record, it is hard to see many traces of these on-going and upcoming revolutions. Indeed, never before in the history of mankind were so many conventional, ICE propelled and privately owned and driven cars produced by the traditional players of the automotive industry.

The problem with disruptive innovations is that they are supposed to start small, before becoming dominant. But how to know in advance if we are dealing with true radical changes or passing fashions? How to properly characterize their dynamics in order to assess what is actually happening rather than what “should” be happening or “will” be happening? More precisely, what are the economic, technological, institutional, political and social conditions that would allow these radical changes to take place and diffuse? Companies like Tesla and Uber do appear as successful disruptive players, pushing forward fully electric cars, new mobility services and autonomous cars, but their impact is still small and one may question how long they can survive if their losses grow (much) faster than their revenues? More generally, what are the “business models” that sustain these radical transformations, for instance, not only for EV production and sale, but also for the building of the required charging infrastructure, and the provision of the batteries and the electricity in the amount and at the price required to support a fast and large diffusion?

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 25th International Colloquium.
Tuesday
13th of June 2017

R&D tour
Renault Technocentre

Only for those who have registered

10:30 Meeting point at Denfert Rochereau (RER B station)
11:00 Departure
11:45 Lunch at the Novotel Saint Quentin Golf national
13:00 Departure to Technocentre
13:30 Technocentre visit
17:45 Return to Paris
19:00 Dinner at the restaurant Bouillon Racine, 3 rue racine, Paris
08:00 – 08:45
Welcome of participants

08:15 - 10:30
Room : Amphi Marie-Curie
Opening
PIERRE-PAUL ZALIO – President of the Ecole Normale Supérieure de Paris-Saclay

Plenary session I. From the Logan to the Kwid. The low-cost revolution
Chair : TOMMASO PARDI, CNRS-IDHES, Gerpisa
BERNARD JULLIEN – Université de Bordeaux
YANNICK LUNG – Université de Bordeaux

10:00 – 10:30
Coffee break

11:00 – 12:30
Parallel sessions

Session n°: 1
Theme 1
Room : Amphi Marie-Curie
Chair : BRUCE BELZOWSKI, University of Michigan Transportation Research Institute
1. HEIKE PROFF, THOMAS FOJCIK & GREGOR SZYBISTY
Perceived value, acceptance and willingness to pay by customers for new services in the automotive trade - An empirical study as a basis for the development of business models

2. JILLIAN ANABLE & STEPHEN HALL
The bundling of electricity and mobility services: consumer engagement with new business models

3. TETSUO AKIYAMA, HIDETADA HIGASHI & SOICHIRO MINAMI
The social experimentation and policy proposal for the ride sharing services in Japan

Session n°: 2
Theme 5
Room : Amphi Tocqueville
Chair : GIUSEPPE GIULIO CALABRESE, CNR - Ircres
1. BERTA VALLEJO & ARTURO LARA
Automotive production towards 2030, the path towards digitalization

2. PARDI TOMMASO
Beyond the hype: what is at stake in the digital manufacturing revolution

Session n°: 3
Theme 5
Room : Pavillon des Jardins
Chair : JORGE CARRILLO, Colef
1. MARIA HORTENSIAS LACAYO-OJEDA & JORGE GONZÁLEZ
Implications of Donald Trump’s United States trade policy changes on automotive industry settled in Mexico

2. JULIO CASTELLANOS
The automotive industry located in Mexico during the presidency of Donald Trump

3. MARCELO CARMO, SACOMANO NETO M. & DONADONE J. C.
Analysis of the Financialization in the automotive industry: an exploratory study
Wednesday
14th of June, 2017

12:30 – 14:00
Lunch

14:00 – 15:30
Parallel sessions

Session n°: 4
Theme 1
Room: Amphi Marie-Curie
Chair: TOMMASO PARDI, CNRS-IDHES, GIS-Gerpisa

1. MICHAEL J. SMITKA
Disruption? What Disruption? – The impact of electric vehicles, autonomy and new mobility models on the industry

2. ALEX COVARRUBIAS
The last automobile revolution: disruptors, trends, and likely outcomes. A business model, organizational and issue life cycle approach

3. RODRIGO GANDIA, RICARDO VERONEZE, FABIO ANTONIALLI, BRUNA CAVAZZA, SUGANO JOEL, CLEBER CASTRO, ANDRE ZAMBADE, ARTURO NETO, ISABELLE NICOLAI
The quintuple helix model and the future of mobility: The case of autonomous vehicles

Session n°: 5
Theme 5
Room: Amphi Tocqueville
Chair: BRUCE BELZOWSKI, University of Michigan Transportation Research Institute

1. GREG MORDUE
Cluster Dynamism: A Longitudinal Study of Innovation and Research in the Canadian Auto Industry

2. THOMAS KLIER & THOMAS WALSTRUM
Motor city’s strength – evidence of persistence of the U.S. automotive R&D cluster

15:30 – 16:00
Coffee break

16:00 – 17:30
Parallel sessions

Session n°: 7
Theme 1
Room: Amphi Marie-Curie
Chair: GIUSEPPE GIULIO CALABRESE, CNR-Ircres

1. GIULIA MARCOCCHIA & REMI MANIAK
The ignition of auto-mobility ecosystems projects - Insights from three case studies

2. RODRIGO FORESTA-WOLFFENBÜTTEL
The social construction of the electrical car, the role of innovation networks in Brazilian experiences

Session n°: 8
Theme 2
Room: Amphi Tocqueville
Chair: GERY DEFFONTAINES, GERPISA, ENS Cachan

1. ROBERT BOYER & MICHEL FREYSSENET
The theories of innovation and technical change put of the test of the first and the second automobile revolution. The need for a new approach

2. TOMMASO PARDI
The EV revolution and its limits: is an EV mass market feasible and desirable?
Thursday
15th of June, 2017

08:30 – 09:00
Coffee & late admission

09:00 – 10:30
Parallel sessions

Session n°: 10
Theme 2
Room: Amphi Marie Curie
Chair: ALEX COVARRUBIAS, Red ITIAM-Colson
1. DAVID MORRIS, MADZUDZO GARIKAYI & ALEXIS GARCIA-PEREZ
Connected cars and cybersecurity: a perfect storm?
2. YASUHIKO KAWABE
The case study of the results, considerations and management in the autonomous system in mountain and coastal area

Session n°: 11
Theme 5
Room: Amphi Tocqueville
Chair: SIGFRIDO RAMIREZ – Max Planck Institute for European Legal History Frankfurt
1. ALTAIR DE OLIVEIRA FILHO, JENNIFER MARTÍNEZ, EDGAR BARASSA, TATIANA BERMUDEZ & FLAVIA CONSONI
Public policies for Electric Vehicles (EV): Categories, Rationality and Instruments
2. ROBERTO MARX, ADRIANA MAROTTI DE MELLO, MAURO ZILBOVICIUS & FELIPE FERRIERA DE LARA
Carcentrism in check? A critical analysis of the policies adopted in the city of São Paulo between 2012-2016 and future perspectives

Session n°: 12
Theme 3
Room: Pavillon des Jardins
Chair: GIUSEPPE GIULIO CALABRESE, CNR-Ircres
1. HIROMI SHIOJI
Parts localization lifecycle in the auto industry
2. JESUS LAMPÓN, PABLO CABANELAS & VINCENT FRIGANT
The new automobile modular platforms: from the product architecture to the manufacturing network approach

10:30 – 11:00
Coffee break

11:00 – 12:30
Parallel sessions

Session n°: 13
Theme 2
Room: Amphi Marie Curie
Chair: TOMMASO PARDI, CNRS-IDHES, Gerpisa
1. MICHAEL SMITKA
Chinese Automotive Production: Clustered or Dispersed?
2. ZEJIAN LI
3. SERGIO MUNIZ & BRUCE BELZOWSKI
Electric vehicle platform strategies by Chinese automakers: what’s going on on EV arena in China?

Session n°: 14
Theme 3
Room: Amphi Tocqueville
Chair: HOLGER BUNGSCHE, School for International Studies, Kwansei
1. JAEHO LEE
Small-Sized Supplier's Competence-Driven Growth Strategies -A Case Study of a Japanese Durable Production Component Supplier-
2. TAKATOSHI MURAYAMA
Production Process Innovations of Japanese Automobile Components Suppliers; A Case Analysis
3. THOMAS FOJCIK & HEIKE PROFF
The Importance of Dynamic Capabilities in the Face of Discontinuous Changes in the Automotive Industry - An Empirical Study of German Automotive Suppliers

12:30 – 14:00
Lunch
14:00 – 15:30

**Parallel sessions**

**Session n°: 16**
Theme 2
Room: **Amphi Marie-Curie**
Chair: BRUCE BELZOWSKI, University of Michigan Transportation Research Institute
1. HIDETADA HIGASHI
   Resurrecting diversity of technological choice in the Automotive Industry: Depart from the Dominant Design
2. SOICHIRO MINAMI
   Ridesharing Service in Local Governments’ Transport Policy
3. YVELINE LECLER
   Micro-vehicles e-mobility in Japan

**Session n°: 17**
Theme 5
Room: **Amphi Tocqueville**
Chair: TOMMASO PARDI, CNRS-IDHES, Gerpisa
1. SIGFRIDO RAMIREZ
   The Treaty of Rome of 1957 and the French Automobile Industry: an institutional innovation?
2. SAMUEL KLEBANER
   Isolated car manufacturers? The political positions of the automotive industry on the Real Driving Emissions regulation

**Session n°: 18**
Theme 3
Room: **Pavillon des Jardins**
Chair: VINCENT FRIGANT, Université de Bordeaux
1. BOLESLAW DOMANSKI, ROBERT GUZIK, KRZYSZTOF GWOSZ & ARKADIUSZ KOCAJ
   The high- vs. low-road of development: the case of the automotive industry in Poland after crisis
2. GIULIO CALABRESE & ALESSANDRO MANELLO
   The internationalization of the Italian supply chain and the relationship with performance: evidence for regional policies
3. JORDY MICHELI, JORGE CARRILLO & SAUL DE LOS SANTOS
   The auto OEMs impacts on local development: The case of knowledge-intensive services in Mexico

15:30 – 16:00

**Coffee break**

16:00 – 17:30

**Plenary session II. Autonomous vehicle: Trends and Challenges**
Chair: TOMMASO PARDI, CNRS-IDHES, Gerpisa
Keynote speaker: RÉMI BASTIEN, CHAIRMAN OF VEDECOM, VICE-PRESIDENT AUTOMOTIVE PERSPECTIVE OF RENAULT
Friday
16th of June, 2017

08:30 – 09:00
Coffee & late admission

09:00 – 10:30
Parallel sessions

Session n°: 19
Theme 2
Room: Amphi Marie-Curie
Chair: GIUSEPPE GIULIO CALABRESE, CNR-Ircres
1. SAMUEL KLEBANER
The co-evolution of product and environmental performances: the trajectories of car manufacturers in the European market
2. TAKUYA HASEGAWA
Process Innovation in Electrochemical Power Generation Devices

Session n°: 20
Theme 3
Room: Amphi Tocqueville
Chair: HOLGER BUNGSCHE, School for International Studies, Kwansei
1. TOSHIYUKI BABA
Restarting of an automobile industry in East African Countries: Conditions to invite foreign OEM and case studies in Kenya, Tanzania and Uganda
2. JUSTIN BARNES & ANTHONY BLACK
Developing a Masterplan for the South African automotive industry in the context of disruptive GVC drivers: Lessons for second tier automotive economies

10:30 – 11:00
Coffee break

11:00 – 12:30
Parallel sessions

Session n°: 22
Theme 1
Room: Amphi Marie Curie
Chair: BRUCE BELZOWSKI, University of Michigan Transportation Research Institute
1. MARC DIJK, M., & VINCENT VAN KUYCK
The cultural framing of electric, hybrid and diesel mobility: changes between 1995 and 2015
2. JULIA HILDERMEIER
Revolution or Evolution ? Europe’s pathways towards electromobility
3. GÉRY DEFFONTAINES
Where vision(s) get(s) built. The marriage of EV and renewable, decentralised energy in California: will economic and technological innovations beat the laws of physics?

Session n°: 23
Theme 3
Room: Amphi Tocqueville
Chair: VINCENT FRIGANT, Université de Bordeaux
1. COREY BRINCKS, THOMAS KLIER & JIM RUBENSTEIN
The role of Mexico in the North American supply chain
2. YASUHIKO KAWABE & TOSHIYUKI BABA
The transition of the automobile industry in Mexico between 1970s and 2016: the past and the future in the US new Trump administration

Session n°: 24
Theme 4
Room: Pavillon des Jardins
Chair: JORGE CARRILLO-VIVEROS, El Colegio de la Frontera Norte
1. DARINA LEPADATU & THOMAS JANOSKI
Just-in-Time Workforce: Temporary Workers As A Structural Aspect of Lean Production in the Auto Industry
2. TOBIAS KÄMPF & SETAREH RADMANESCH
The current change of white collar work in the German automotive industry
3. PHILIP GROLLMANN, ANIKA JANSEN & SARA BLÖCHLE
Educational programme, HRD strategy or Employment practice - Findings from case studies on dual training

12:30 – 14:00
Lunch
ENPS PARIS-SACLAY

Friday
16th of June, 2017

14:00 – 15:30

Parallel sessions

Session n°: 25
Theme 4
Room: Amphi Marie-Curie
Chair: JORGE CARRILLO-VIVEROS, El Colegio de la Frontera Norte

1. MARTIN KRZYWDZINSKI
Automation, skill requirements, and labor use strategies. High-wage and low-wage approaches to high-tech manufacturing in the automotive industry

2. TOMMASO PARIDI
The future of work in the automotive industry. The challenges of (de)globalization.

Session n°: 26
Theme 3
Room: Amphi Tocqueville
Chair: MICHAEL SMITKA, Washington and Lee University

1. HOLGER BUNGSCHER
The Automobile Industry in the ASEAN Countries: On the Way of Becoming a Second China or Remaining a Disintegrated Peripheral Player in the Auto Industry

2. KOHEI MISHIMA
The Source of Competitive Advantage of Indian Motorcycle Industry

3. MARTIN SCHROEDER
Cambodia: A case study on expanding automotive production networks towards less developed countries in ASEAN

Session n°: 27
Theme 1
Room: Pavillon des Jardins
Chair: CHRISTIAN BERGGREN, Linköping University

1. PHILIPPE BYOSIERE, DENISE LUETHGE, HIDEKI TANAKA, MARCOS AMATUCCI, CAROLE CANGIONI & SERAH NDAMBIRI
A Global Perspective into the Transformation of Motives for Car Use of Young Drivers in Japan, Anglo-Africa, Brazil and USA.

2. SHINYA ORIHASHI
Declining Population and Japanese Automotive Industry

15:30 – 16:00
Coffee break

16:00 – 18:00
Room: Amphi Marie Curie

Homage to Koichi Shimokawa
MICHEL FREYSSENEN, CNRS
PATRICK FRIEDENSON, EHESS
TAKAHIRO FUJIMOTO, University of Tokyo

Plenary session III. Transforming automobile assembly - Twenty years later.
A tribute to Koichi Shimokawa
TAKAHIRO FUJIMOTO, University of Tokyo
ULRICH JÜRGENS, WZB
MARC ALOCHET, Expert Leader Assembly Renault

20:00
Gala Dinner

Restaurant PHARAMOND
24, rue de la Grande Truanderie
75001 Paris
RER Les Halles / Metro Etienne Marcel
GIS GERPISA
Groupement d'Intérêt Scientifique
Ecole Normale Supérieure de Cachan

MEFI (Ministère de l'Economie, des Finances et de l'Industrie)
Christophe LEROUGE – Chef du service de l'Industrie à la DGE
Emmanuel CLAUSE – Chargé de mission Innovation/transport

MEDDE (Ministère de l'Ecologie, du Développement Durable et de l'Energie)
Laurent TAPADINHAS – Directeur de la recherche et de l'innovation
Jean-François SANCHEZ – Chef de la Mission transports (CGD/DRI)
Daniel KOPACZEWSKI – Sous-directeur de la sécurité et des émissions à la DGE

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

CNPA
Francis BARTHOLOMÉ – Président du CNPA
Xavier HORENT – Délégué Général du CNPA

FIEV
Patrick TOLLAN – Vice-président de la FIEV
Franck FONTANESI – Responsable économie et statistiques de la FIEV

ENS de CACHAN
Pierre-Paul ZALIO – Président de l'Ecole normale supérieure de Paris-Saclay

L'Université de Bordeaux
Vincent FRIGANT – Université de Bordeaux

EHESS
Pierre-Cyrille HAUTŒUR – Président de l'EHESS
Sebastien LECHEVALIER – EHESS
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