

# 32nd International Colloquium of GERPISA

25-28  
JUNE  
2024

## Convergence and divergence of trajectories of change

The end of the **CASE**

paradigm in the automotive industry?

### Comité d'organisation

Juan Sebastian CARBONELL | GERPISA, ENS Paris-Saclay, IDHE.S

Tommaso PARDI | GERPISA, ENS Paris-Saclay, IDHE.S

Vincent FRIGANT | Université de Bordeaux, BSE

Bernard JULLIEN | Université de Bordeaux, BSE

### Informations

[gerpisa.org/node/7923](https://gerpisa.org/node/7923)

# University of Bordeaux



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Bordeaux Sciences Economiques  
Bordeaux School of Economics

IDHE.S  
UMR 8533



## Tuesday 25th of June

**08:30 - 09:00 Welcome desk, coffee and registration - Hall C3**

**9:00-9:30 Opening Remarks - Hall C3**

**Tanguy Bernard, Head of BSE**

**Tommaso Pardi, Director of Gerpisa, CNRS**

**Vincent Frigant, Professor of Economics, University of Bordeaux**

**09:30 - 11:00 Parallel sessions 1 rooms H1-202, H1-203, H1-204**

<p><b>Session n°: 1 (H1-2002)</b> <i>The Italian automotive industry in transition</i></p> <p>Chair: Margherita Russo, University of Modena and Reggio Emilia</p> <p>Novaresio, A. The role of artificial intelligence and digital technologies in the environmental transition of seaports' logistics: the case of Genoa</p> <p>Perez Almansi B., Zirpoli F. Charting New Frontiers: The Impact of European Automotive Industry Changes on Italian Suppliers</p> <p>Calabrese, G. G., Falavigna G., &amp; Ippoliti R. Investments, innovation and financial strategies in the Italian automotive supply chain</p>	<p><b>Session n°: 2 (H1-203)</b> <i>The role of regulations in the green transition</i></p> <p>Chair: Sigfrido Ramirez, Max Planck Institute for European Legal History Frankfurt</p> <p>Pardi, T. Is Europe on track towards net zero mobility?</p> <p>Mordue, G., &amp; Vallejo B. Industrial Policy Imitation: A Critical Evaluation of Canada's Adoption of the US Inflation Reduction Act</p> <p>Cavara, R., &amp; Zirpoli F. Back to the future in European emissions standards? Lessons from the watering down of Euro 7 in a policy-making perspective</p>	<p>Session n°: 3 (H1-204) <i>Regional value chains in Asia</i></p> <p>Chair: Michael Smitka, Washington and Lee University [Lexington, VA]</p> <p>Techakanont, K., &amp; Dejnirattisai J. A case study of Suppliers Involvement in the Product Development Stage in Wire Harnesses System for EV production in Thailand</p> <p>Natsuda, K. Carbon Neutrality and Japan's Automotive Industry: Towards Green Supply Chain Networks</p> <p>Soehardjojo, J. Developing automotive global competitive capabilities in an emerging market context: the case of TPS supplier development in Indonesia</p>
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**11:00 - 11:30 Coffee break (Hall C3)**

**11:30-13:00 Plenary session 1 (Amphi Asselain)**

**New public policies for electric cars: eco-bonus in France**  
**Julia Nguyen, Automotive Industry Project Manager, The Directorate**  
**General for Enterprise (DGE)**

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**13:00-14:00 LUNCH (Hall C3)**

## 14:00 - 15:30 Parallel sessions 2 (rooms H1-202, H1-203, H1-204)

<p><b>Session n°: 4 (H1-202)</b> <i>Varieties of digitalisation</i></p> <p>Chair: Juan Sebastian Carbonell, GERPISA, ENS Paris-Saclay, IDHES</p> <p>Vallejo, B., &amp; Cabral V. M. A systematic literature review on the adoption and effect of different I4.0 technologies in the automotive supply chain</p> <p>Gwosdz, K., Baron M., Hetmańczyk M., Kwiatkowski T., &amp; Sobala- Gwosdz A. A Kaleidoscope of Digitalization: Challenges and Prospects for Digitalization among Polish Automotive Suppliers</p> <p>Schröder, M. Do Varieties of Digitalisation Matter? From Industry 4.0 in Germany and Lean Augmentation in Japan towards Digital Transformation</p>	<p><b>Session n°: 5 (H1-203)</b> <i>Updating or contesting the CASE paradigm? 1</i></p> <p>Chair: Marc Alochet, Ecole Polytechnique</p> <p>Moniz, A. B., Boavida N., &amp; Candeias M. Is there a CASE paradigm in the Portuguese regulatory context? What can challenge the automotive industry?</p> <p>Sawamura, H., &amp; Kooli- Chaabane H. Managing both the multi- stakeholder cooperation for a legal reform and the competition to build first mover's advantage - Case of the diffusion of electric kick- scooter sharing service and 2023 Road Transport Law Amendment in Japan</p> <p>Wang, X., Zhao W., &amp; Ruet J. The emerging intelligent and connected vehicle industry in China</p>	<p><b>Session n°: 6 (H1-204)</b> <i>Electrification and employment</i></p> <p>Chair: Jorge Carrillo, El Colegio de la Frontera Norte</p> <p>Cetrulo, A., Carbonell J. S., Collodoro C., Dosi G., Moro A., Nelli L., et al. A “just” transition or just a transition ? Trade unions and the decarbonisation of the automotive industry in France and Italy</p> <p>Holst, H. Varieties of Polarization – The Effects of Decarbonization on Work and Employment in the German and Korean Auto Industry</p> <p>Cresti, L., Mazzilli D., Patelli A., Sbardella A., &amp; Tacchella A. Investigating automotive in Europe: supply chain vulnerability, capabilities and export specialization</p> <p>Areous, G. B., &amp; Covarrubias- V A. OEMs strategies for labor relations in international subsidiaries: Could transborder labor arrangements and standards outweigh national idiosyncrasies?</p>
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## 15h30-16h00 Coffee break (Hall C3)

## 16:30-17:30 Plenary session 2 (Amphi Asselain)

**Hua Wang, Associate Dean, emlyon business school, Dean, emlyon**

**business school Asia, French Dean, Asia Europe Business School  
Tommaso Pardi, director of Gerpisa**

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**19:00 - 20:30**

**Welcome cocktail at the *Mairie de Bordeaux* (Bordeaux City Hall) en  
presence Mme Rami, Conseillère métropolitaine déléguée aux mobilités  
alternatives**

**Mairie de Bordeaux, Place Pey Berland, Bordeaux**

**Tramway Station: Hôtel de Ville (ligne A et ligne B)**

## Wednesday 26th of June

**08:30 - 9:00 Coffee and registration (Hall C3)**

**09:00 - 10:30 Parallel sessions 3 (rooms H1-202, H1-203, H1-204)**

<p><b>Session n°: 7 (H1-202)</b> <i>Perspectives for a "Just transition" in the automotive industry 1</i></p> <p>Chair: Samuel Klebaner, CEPN, Université Sorbonne Paris Nord</p> <p>Pardi, T. Work and employment in the lithium-ion battery industry for electric vehicles</p> <p>Carbonell, J. S., Cetrulo A., &amp; Moro A. The green transition as green restructuring: continuity in collective bargaining in the French automotive industry</p> <p>Martišková, M., Gažo P., &amp; Meszmann T. Steering Labour Dynamics: Trends in Labour Utilisation Strategies within Central and Eastern European Automotive Sector</p>	<p><b>Session n°: 8 (H1-203)</b> <i>Global shifts in national contexts</i></p> <p>Chair: Roberto Marx, University of São Paulo, Ecole polytechnique</p> <p>Baba, T. Global value chain of new tyres for automobiles and commercial vehicles: Brazil and global situation</p> <p>Barassa, E., da Cruz R. F., Petry P. M., &amp; Carvalho G. A. G. Biofuels &amp; Electrification: The Shifting Landscape of Brazilian Sociotechnical Mobility System</p> <p>Beranek, M. Barriers to the development of electromobility in the Czech Republic in comparison with the policy of supporting emission-free transport</p>	<p><b>Session n°: 9 (H1-204)</b> <i>The changing geographies of the global automotive industry</i></p> <p>Chair: Boleslaw Domanski, Jagiellonian University</p> <p>Pérez-Moure, H., Lampón J. F., &amp; Cabanelas P. A new reconfiguration of regional status? The new spatial model of the automotive value chain</p> <p>Smitka, M. NEV Sales: Their Chinese Geography</p> <p>Klier, T., &amp; Rubenstein J. The emerging geography of electric vehicle production in North America: Revolution or evolution?</p>
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**10h30-11h00 Coffee break (Hall C3)**






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**11h00-12h30 Plenary session 3 (Amphi Asselain)**

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**Convergence and divergence of trajectories of change**

**The end of the CASE paradigm in the automotive industry and will the dominance of established OEMs soon be over?**

				
<p><b>Dr. Elmar Pritsch</b> Partner, Global Leader Software-defined Vehicle, Deloitte, former CIO Bosch, Germany</p>	<p><b>Prof. John Paul MacDuffie</b> Professor of Management at the Wharton School, University of Pennsylvania, USA and director of the Program on Vehicle and Mobility Innovation</p>	<p><b>Prof. John Humphrey</b> Professor at the University of Sussex</p>	<p><b>Prof. Hua Wang</b> Associate Dean, emlyon business school, Dean, emlyon business school Asia, French Dean, Asia Europe Business School</p>	<p><b>Chair - Heike Proff</b> Chair of International Automotive Management, University of Duisburg-Essen, Germany</p>

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## 12:30-14:00 Lunch (Hall C3)

## 14:00 - 15:30 Parallel sessions 4 (rooms H1-202, H1-203, H1-204)

<b>Session n°: 10 (H1-202)</b> <i>Suppliers and the supply chain</i>	<b>Session n°: 11 (H1-203)</b> <i>Updating or contesting the CASE paradigm? 2</i>	<b>Session n°: 12 (H1-204)</b> <i>Automotive market analysis</i>
Chair: Vincent Frigant, Université de Bordeaux	Chair: Heike Proff, University of Duisburg Essen	Chair: Hua WANG, Emlyon business school
Heimann, C., Gensler E., Hecker K., & Weber H. The Effects of the Transition on the Bavarian Automotive Suppliers	Mañas, A. G. P. Autonomous vehicles are still interesting for cities actors?	Abe, A. Issues in International Comparison of Used Vehicle Exports
Bubbico, D., Cavalca G., & D'Onofrio G. The Italian components industry in EV transition: skills demand, training and unions' role	Antoniali, F., Mira-Bonnardel S., & Bareille O. Divergent trajectory of change in the CASE paradigm: why and how can we expect a consolidation in public transport.	Fu, H. Digital Evolution in the Automotive Aftermarket: A Comparative Analysis of EV Start-ups and Legacy Carmakers in China
Dziczek, K., & Helper S. Supply chain implications of making affordable electric vehicles	Higashi, H., Minami S., Akiyama T., & Takeuchi R. Public Initiative to Seed, Grow, and Diffuse a Mobility Innovation: Industrial Policy versus Transportations Policy	Klier, T., Bogner L., Brave S., & McGranahan L. Charged and almost ready – what is holding back the resale market for battery electric vehicles?



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## 15h30-16h00 Coffee break (Hall C3)

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## 16:00 - 17:30 Parallel sessions 5 (rooms H1-202, H1-203, H1-204)

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<p><b>Session n°: 13 (H1-202)</b> <i>Work organisation and industrial relations</i></p> <p>Chair: António Moniz, Universidade Nova de Lisboa (UNL)</p> <p>Garibaldo, F. Digital technologies and functional reorganisation: implications for working conditions and skills.</p> <p>Palumbo, G., Dosi G., &amp; Virgillito M. E. Ages of Taylorism: an Analysis of Workplaces Regimes from Ford to Tesla</p> <p>Dziczek, K. Economic Impacts of the 2023 UAW-Ford/GM/Stellantis contracts in the United States</p>	<p><b>Session n°: 14 (H1-203)</b> <i>Industrial policies: European and Chinese perspectives</i></p> <p>Chair: Martin Schroeder, Ritsumeikan University</p> <p>Alochet, M., &amp; Midler C. Does Europe still have the means to successfully develop a strong low-carbon mobility industry?</p> <p>Ramirez, S., &amp; Klebaner S. Bringing the European Union back in the automobile sector after the Covid crisis</p> <p>Beltrametti, L., Di Maria E., &amp; Wang X. The role of industrial policies in sustaining the electrification transition – comparing China with Europe</p>	<p><b>Session n°: 15 (H1-204)</b> <i>Business models for new technologies</i></p> <p>Chair: Vallejo Bertha, INGENIO (CSIC-UPV) TwINS Afrika</p> <p>Soares, T. Z., Marx R., de Mello A. M., juliano Pelegrina, Lhama G., &amp; Maselli M. Life Cycle Assessment of buses with alternative powertrain and fuel options for low carbon public transportation in the city of São Paulo</p> <p>Sprehn, M., Meyer D., Kraus L., &amp; Proff H. Developing a classification of business models for EV charging – A systematic literature review and roadmaps for future research</p> <p>Wang, H. Understanding the Emergence of Chinese New Energy Carmakers – the Perspective of Production Model</p>
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## Thursday 27th of June

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09:00 - 10:30 Plenary session 4 (Amphi Asselain)

### What next for the CASE paradigm?

			
<p><b>Takahiro Fujimoto</b> Professor of Waseda University, Professor Emeritus of the University of Tokyo and Senior Research Associate at Harvard Business School</p>	<p><b>Patrick Pelata</b> President of the French National Academy of Technology, President of Meta Consulting LLC, former Chief Operating Officer of Renault</p>	<p><b>Remi Bastien</b> Strategic Advisor to the CEO of FISITA, former VP automotive prospective of Renault</p>	<p><b>Chair - Tommaso Pardi</b> Director of Gerpisa, Senior Researcher CNRS</p>

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10h30-11h00 Coffee break (Hall C3)

## 11:00 - 12:30 Parallel sessions 6 (rooms H1-202, H1-203, H1-204)

<p><b>Session n°: 16 (H1-202)</b>  <i>Towards a new industrial and labor relations stage in North America?</i></p> <p>Chair: Kristin Dziczek, Federal Reserve Bank of Chicago</p> <p>Covarrubias-V, A.  Mexico Labor upsurge in the auto sector: The top-down ignition point or when structural and institutional power resources act with labor's limited associational and societal ones.</p> <p>Holmes, J.  Similar Challenges, Different Strategies, Similar Outcomes: 2023 Unifor-D-3 Collective Bargaining in Canada</p> <p>Tuman, J.  US labor upsurge in the auto sector: The UAW on the offensive</p>	<p><b>Session n°: 17 (H1-203)</b>  <i>Circular Economy</i></p> <p>Chair: Bernard Jullien, Université de Bordeaux</p> <p>Jeppe, A., Kraus L., &amp; Proff H.  Early Business Model for the Orchestrator of a repurposing Ecosystem at the Bottom of the Pyramid</p> <p>Castro, C. P., Rodríguez T. B., &amp; Consoni F. L.  Perspectives towards a circular and sustainable economy - a mapping of regulations and public policy instruments in Brazil, Chile, and Colombia</p> <p>Alkire, K. F., &amp; Belzowski B. M.  Evolving EV Battery Circular Value Chain in the United States</p>	<p><b>Session n°: 18 (H1-204)</b>  <i>Chinese automotive industry: a global perspective</i></p> <p>Chair: Michael Smitka, Washington and Lee University</p> <p>Wu, C., &amp; Wang H.  Examine the relationship between structure of value chain and competitiveness - the case of BYD</p> <p>Carrillo, J., Vallejo, &amp; Gomis R.  Technological alliances in times of technological uncertainty. A case study for the global automotive industry</p> <p>Zhao, W., &amp; Lüthje B.  Disintegration, Core Competency, and Industry Structure: Chinese Auto OEMs in Electrification and Digitalization</p>
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## 12h30-14h00 Lunch (Hall C3)

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## 14:00 - 15:30 Parallel sessions 7 (rooms H1-202, H1-203, H1-204)

<b>Session n°: 19 (H1-202)</b> <i>Just and sustainable transitions in automotive industry and mobility</i>  Chair: Bruce Belzowski, Automotive Futures  Boos, A. Transformation of the Mobility System: Exploring the Impacts of Automated Driving on Future Labour Markets  Švejdarová, E., & Holman D. "Driving Change: Sustainable Learning and Development Strategies Supporting Just Transition in the Automotive Industry"  Bungsche, H. "Mobility Society 2050": Japan's Vision for Sustainable Mobility of People, Goods, and Information	<b>Session n°: 20 (H1-203)</b> <i>Updating or contesting the CASE paradigm? 3</i>  Chair: Michael Smitka, Washington and Lee University  Pelegrina, J., Frigant V., de Mello A. M., & Marx R. OEMs: Complementing ride-hailing service ecosystems  Tsurusashi, S., & Sawamura H. Multifaceted Policy Mix for Community-Level Implementation of Electric Automated Driving Vehicles - Case Studies of the Municipality in Very Aging Suburbs of Metropolis in Japan  Minami, S., Higashi H., Takeuchi R., & Akiyama T. Role of Public Finance for Social Innovation in Mobility - From the French Japanese comparison of low-floor tram vehicle cases	<b>Session n°: 21 (H1-204)</b> <i>CEE countries in transition</i>  Chair: Thomas Klier, Federal Reserve Bank of Chicago  Jaderná, E., & Přikrylová J. An Analysis of the Advantages and Disadvantages of Electric Vehicles from the Perspective of Czech Consumers  Hrubý, M., & Šaroš S. Taking Stock in 2024: Automotive Supply Chains, Value-Added, and a Case Study of the Small Open Economy of Czechia  Domanski, B., Micek G., Guzik R., Gwosdz K., & Kocaj A. Automotive industry: typical or specific sector of Central European manufacturing?
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**15h30-16h00 Coffee break (Hall C3)**

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**16:00 - 17:30 Plenary session 5 The future of battery technology  
(Amphi Asselain)**



**Philippe Biensan**  
Chief Technological Officer ACC

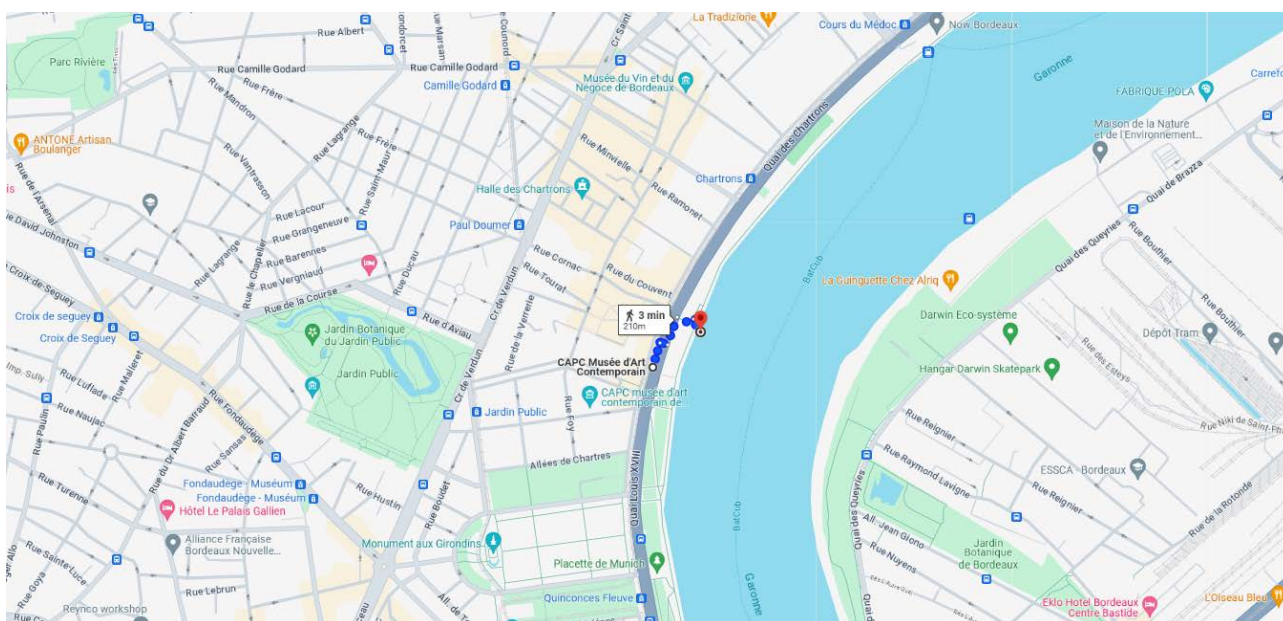
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**20:00-23 :00 Gala diner on the Sirius boat**

Ponton Les Bateaux Bordelais - Quai des Chartrons

**In front of n°24, Quai des Chartrons, 33000 BORDEAUX ([Google maps](#))**

Tramway Station : ligne B - CAPC Musée d'Art Contemporain



## Friday 28th of June

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08:30 - 12:30

**ACC R&D center visit** (registered persons only)

**Meeting 8:15 AM, Place de République, Bordeaux.**  
**Return 12:15 AM, Place de la République, Bordeaux**