

# MMRC-RIIM-IMVP Automobile Industry Forum in Tokyo

## 4 March 2011

### PROGRAM

09:00–09:30 [Registration]

09:30–09:40 [Opening Ceremony]

- Welcoming Remarks – Junji FUKUDA

*Director, The Research Institute for Innovation Management (RIIM), Hosei University  
Professor, Faculty of Business Administration, Hosei University*

09:40–12:05 [Session 1]

Chairman: Daniel Arturo HELLER

*Associate Professor, Faculty of Business Administration, Yokohama National University*

09:40–10:10 The Global Automotive Industry: Past and Future

Koichi SHIMOKAWA

*Professor, Faculty of Business Administration, Tokai Gakuen University  
Emeritus Professor, Hosei University*

10:10–10:25 [Coffee Break]

10:25–10:55 Present and Future Technologies for Environmentally Friendly Motor Vehicles

Yasuhiro DAISHO

*Professor, Dean of Graduate School of Environment and Energy Engineering  
Director of Environmental Research Center, Waseda University*

11:00–11:30 Managing Complexity: Building Flexible Capabilities vs. Reducing the Overload

John Paul MACDUFFIE

*Co-Director, IMVP; Associate Professor, Wharton School, University of Pennsylvania*

11:35–12:05 Ford 2007-2011: Finding Its Way Through the Recent Automotive Crisis

Glenn MERCER

*Sr. Director for Global Strategy and Sponsor Development, IMVP*

12:05–13:10 [Lunch Time]

13:10–14:50 [Session 2]

Chairman: Yoshinori KONNO

*Professor, Faculty of Business Administration, Hosei University  
Board member, The Research Institute for Innovation Management (RIIM), Hosei University*

13:10–13:40 The US Auto Supply Chain: After the Crisis

Susan HELPER

*Professor, Weatherhead School of Management, Case Western Reserve University  
Research Associate of the National Bureau of Economic Research (NBER)*

13:45–14:15	<p>Architecture Revolution and Disruptive Technology in the Automobile Industry: Implications to the Korea Automobile Industry</p> <p><b>KI-CHAN KIM</b>  <i>Dean of Planning and Development, Professor of Business School, the Catholic University of Korea</i></p>
14:20–14:50	<p>Complexity Management Strategy in the Automotive Industry: Against the Complexity Crisis Resulting from Electronic Convergence</p> <p><b>Young-Sup JOO</b>  <i>Managing Director, Core Industry Sector, Office of Strategic R&amp;D Planning, Ministry of Knowledge Economy, Korea</i></p>
14:55–15:25	<p>North American Automotive Industry: Challenges and Opportunities</p> <p><b>Bruce M. BELZOWSKI</b>  <i>Assistant Research Scientist at the University of Michigan Transportation Research Institute (UMTRI)</i></p>
15:25–15:40	[Coffee Break]
15:40–17:20	<p>[Session 3]</p> <p><b>Chairman: Masanori YASUMOTO</b>  <i>Associate Professor, Graduate School of Environment and Information Sciences, Yokohama National University</i></p>
15:40–16:10	<p>Three Scenarios for a New Automobile Revolution: The riskiest is not the more improbable</p> <p><b>Michel FREYSSENET</b>  <i>Emeritus Research Director at Scientific Research National Center (CNRS), France</i></p>
16:15–16:45	<p>The Four Main Dimensions for a Second Automobile Revolution</p> <p><b>Bernard JULLIEN</b>  <i>Maître de Conférences in economics at the GREThA research center, attached to University Montesquieu-Bordeaux 4; Managing Director of the GERPISA, international network of research on the car industry based in ENS Cachan (Paris)</i></p>
16:50–17:20	<p>The Value Side of Innovation Performance: Methodology and Results from Comparison Among 9 OEMs</p> <p><b>Christophe MIDLER</b>  <i>Director, Centre de Recherche en Gestion, Ecole Polytechnique, France</i></p>
17:20–17:25	[Short Break]
17:25–18:25	<p>[Panel Discussion]</p> <p><b>Chairman: Takahiro FUJIMOTO</b> <i>Executive Director, MMRC, the University of Tokyo</i>  <b>Panelists: Takashi OSHIKA</b> <i>Professor, the Faculty of Economics, Fukui Prefectural University</i>  <b>Dario Ikuo MIYAKE</b> <i>Professor, Department of Production Engineering, Polytechnic School of the University of Sao Paulo, Brazil</i>  <b>Hiroshi ITO</b> <i>Project Researcher, MMRC, the University of Tokyo</i>  <b>Zejian LI</b> <i>Project Research Associate Manufacturing Management Research Center (MMRC)</i></p>
18:25–18:30	<p>[Closing Ceremony]</p> <p><b>Takahiro FUJIMOTO</b>  <i>Executive Director, Manufacturing Management Research Center (MMRC)  Professor, Graduate School of Economics, the University of Tokyo</i></p>
18:30–20:00	[Reception]