Preliminary Schedule
International Scientific Conference and Workshop

INNOVATION IN THE EAST ASIAN AUTOMOTIVE INDUSTRY

Friday, June 19, 2015
Saturday, June 20, 2015
Building SG, Room SG 135 and SG 183
Geibelstraße 41, 47057 Duisburg
University of Duisburg-Essen
CONFEERENCE AND WORKSHOP PROGRAM, June 19, SG 135

09.00–09.30  Registration / Coffee / Tea (Venue: SG 135)

09.30–10.45  Welcome

Keynote 1 (Venue SG 135)
Takahiro Fujimoto, University of Tokyo

10.45–11.00  Coffee Break

11.00–12.30  Session 1 (Venue SG 135):
(A1) Innovation Strategies of Eastern and Western Carmakers
Chair: Roman Bartnik

Hiromi Shioji: Competitiveness of the Japanese, Korean, and Chinese Automobile Industries

Jin Chen: The Chinese Automobile Market and the Strategies of European, American, Japanese, Korean and Chinese Auto Makers

Thomas Martin Fojcik and Heike Proff: Catching-up Strategies of German Automotive Companies in the Transition to Alternative Drivetrain Technologies

12.30–13.30  Lunch (Room SG 158)

13.30–15.00  Parallel Session 2 - Theme (A2), Venue SG 135:
Innovation Strategies of Eastern and Western Carmakers
Chair: Sven Horak


Parallel Session 2 - Theme (B), Venue SG 183:
Product development & R&D
Chair: Miriam Wilhelm

Thomas Staeblein and Katsuki Aoki: Monozukuri capabilities and dynamic product variety: An analysis of the design-manufacturing interface at Japanese and German automakers

Mihail Marinov and Daniel Heller: The Role of Manufacturing Engineering in achieving Targeted Product Innovation in Japanese Automotive Companies

Takefumi Mokudai: Convergence and Divergence of Vehicle Development toward Modularity: A Comparative Study of European and Japanese Carmakers

15.00–15.30           Coffee / Tea (Room SG 158)

15.30–17.00          Session 3 (Venue SG 135):
Theme (C1): Automotive Innovation for Emerging Markets
Chair: Takahiro Fujimoto

Peter Hertenstein and Peter J. Williamson: International Structure of R&D Activities in Emerging and Advanced Economy Multinationals: Comparing German and Chinese Automotive Firms

Andrei Gurca and M.N. Ravishankar: A bricolage perspective on technological innovation in emerging markets

17.30                     Taxi transfer University – Plaza Hotel

19.00                     Dinner Webster-Brauhaus, Dellplatz 14, 47051 Duisburg
09.30–10.30  
**Keynote 2 (Venue SG 135)**  
Paul Hong, University of Toledo

10.30–11.00  
**Coffee Break**

11.00–12.30  
**Session 4 (Venue SG 135):**  
**Theme (C2): Automotive Innovation for Emerging Markets**  
**Chair:** Paul Hong  
**Hua Wang and Chris Kimble:** Product Architecture and Organizational Capabilities as Sources of Innovation: Case Studies from the Chinese and Indian Automobile Industry  
**Eric Thun:** Frugal Innovation (and its Absence) in the Chinese Automotive Sector  
**Ke Feng, Deming Zeng, Bas Karreman and Enrico Pennings:** Inventor networks, social coordination and standardization: empirical evidence from the Chinese automotive industry

12.30–13.30  
**Lunch (Room SG 158)**

13.30–14.30  
**Parallel Session 5 - Theme (D), Venue SG 135:**  
**Electric vehicles in China,**  
**Chair:** Markus Taube  
**Ke Rong, Yongjiang Shi, Yantai Chen, Tianjiao Shang:** Organizing Business Ecosystems in Emerging Electric Vehicle Industry: Structure, Mechanism and Integrated Configuration  
**Qingjiu Tao:** Yin and Yang, development path of electric vehicles in China  
**Parallel Session 5 - Theme (E), Venue SG 183:**  
**Institutional regimes and their impact on cooperation**  
**Chair:** Werner Pascha  
**Simon C. Müller, Philipp G. Sandner, Tizia Lukowski:** Development of battery technologies in the automotive sector: an empirical analysis using large-scale patent data  
**Stephen Tsang, René Bohnsack and Ans Kolk:** Regime competition in the Chinese new energy vehicle industry: Exploring the influence of local and national institutions on the introduction of radical NEV technologies

14.30–14.45  
**Closing remarks (Venue SG 135)**

14.45–15.15  
**Coffee / Tea (Room SG 135)**
HOW TO GET THERE
Universität Duisburg-Essen, Campus Duisburg
Geibelstraße 41, 47057 Duisburg

Arriving by Plane – Travel Advice Airport to Duisburg
There are a large number of airports around the city of Duisburg.
Dusseldorf International Airport (DUS) is the closest one to Duisburg. It only takes 10 minutes by train to go to Duisburg main station. Trains leave every 10-20 minutes from Dusseldorf Airport. By taxi, it takes 25 minutes from Dusseldorf International Airport to Duisburg city. There are two additional international airports within a radius of 200 kilometers:
Frankfurt International Airport (FRA) which is 1.5 hours away by direct high speed train and Amsterdam Airport Schiphol (AMS) in the Netherlands. From Amsterdam Airport Schiphol it takes 2 hours by train to get to Duisburg. The excellent German rail network guarantees easy and convenient transportation. Furthermore, there are three regional airports from which you can reach many destinations within Europe: Cologne (CGN), Dortmund (DTM) and Weeze (NRN), all within 1 hour distance from Duisburg city.

By Car
Starting Point Autobahn (A3, A40): Exit Duisburg-Kaiserberg. Turn left onto Carl-Benz-Straße in the direction of Zentrum/Universität. Follow the road for 1.5 km (now called Forsthausweg) onto crossroad with traffic light. Straight onto Holteistraße. Turn right onto Gneisenaustraße. Turn left in the end onto Geibelstraße. After 100 m parking lot on the right behind the SG Building, No. 41.
Starting Point Duisburg City: Via Mülheimer Straße in the direction of Zoo/Universität (about 2 km eastbound). Turn right onto Lotharstraße. Turn right onto Holteistraße at the first traffic light and continue as described above (1: Gneisenaustraße, Geibelstraße).
Access Geibelstraße only via Holteistraße/Gneisenaustraße.

Public Transport
Arriving at Duisburg Main Station: Leave the platform downstairs via stairs or elevator in the middle of the platform. Leave the main station through the exit “Ostausgang” where taxis are waiting to take you to Geibelstr. 41, 47057 Duisburg or walk past the taxis to bus stop Hauptbahnhof Ostausgang, located at Neudorfer Straße. Take Bus 924 (destination Neudorf) or Bus 926 (destination Uni-Nord, 7 stops). Get off at Uni-Nord/Lotharstraße, turn right onto Geibelstraße and proceed to No. 41, SG Building.
Arriving by tram 901: Get off at Schweizer Straße, turn right onto Sternbuschweg, turn left onto Geibelstraße and proceed to No. 41, SG Building.