



Joint Event from IEEE (UKRI) Technology Management/Professional Communications Chapter, and School of Management, Royal Holloway, University of London

Magna-Steyr and the outsourcing of car production by European automotive companies

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Date Wednesday 14th October 2009
Time 12.30 pm
Venue IN244, International Building, Royal Holloway, University of London, Egham, Surrey, TW20 0EX, UK
Maps <http://www.rhul.ac.uk/Shared/Maps/> (#15 on campus plan)

ABSTRACT The automotive industry is undergoing dramatic restructuring: GM, once the industry's most powerful player, is in the process of selling Opel, its European branch, to Magna-Steyr, a little known Austro-Canadian subcontractor. The study sheds light on Magna-Steyr and other full service vehicle suppliers (FSVs) - firms that design and manufacture cars on behalf of original equipment manufacturer. The author explores how the use of FSVs a form of outsourcing that has not yet been analysed by the academic literature fits with existing theories of outsourcing and modular production. The paper on which the presentation is based discusses whether the use of FSVs entails that OEMs are outsourcing über modules; adopting generic subcontractors; or retreating from manufacturing altogether and evolving towards the Dell business model.

ORGANISERS (1) School of Management, Royal Holloway, University of London, (2) IEEE UKRI Technology Management and Professional Communications Joint Chapter (EMPC).

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Please confirm attendance so we can estimate numbers.

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