Managing the International Value Chain in the Automotive Industry

Strategy, Structure, and Culture

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# Table of contents

**Foreword**  

**Authors**  

**Acknowledgments**  

**International value chains: Current trends and future needs, as exemplified by the automotive industry**  

1. Internationalization of the value chain in the automotive industry  
2. Configuration and coordination as crucial dimensions in shaping international value chains  
3. Best practices and options for managing the international value chain  

**Glocal value creation in the Volkswagen Group: Moving toward greater decentralization of production and development**  

1. The Volkswagen Group's new global strategy  
2. The configuration of production activities within the Volkswagen Group  
3. The configuration of R&D activities within the Volkswagen Group  
4. The consequences of decentralizing value activities  

**Speaking with Ralf Kalmbach, Roland Berger**  

“The coordination of international value activities is a crucial factor in achieving success.”  

**Decentralized centralization: Romania as a focus of value creation for Renault’s Logan**  

1. The Renault Group as a leader in the low-cost car sector  
2. The configuration of value activities for the Logan  
3. The competitive advantages offered by emerging markets
Speaking with Coimbatore K. Prahalad, Ross School of Business, University of Michigan

“We are moving away from a firm- and product-centric view of value to a network-centric and co-created view of value.”

From assembly plant to center of excellence: The rise of Audi’s subsidiary in Györ, Hungary

1. Establishing Audi Hungaria as a subsidiary of Audi AG
2. Developing Audi Hungaria as a center of excellence within the Volkswagen Group
3. Challenges in managing centers of excellence

Speaking with Matthias Wissmann, President of the VDA

“Production sites in foreign countries and growth at home, with stable or even higher employment, are not mutually exclusive. Indeed, they are both essential for successful growth.”

Global networks and decentralized configuration strategies: Strategic, structural, and cultural implications

1. Restructuring international value creation
2. Necessary changes in the management of international companies

Glossary

Project publications

Publishing information