

Congress Venue and Registration

Centre for IT Security

Lise-Meitner-Allee 4 - 44801 Bochum
Directions: www.rub.de/autokongress3

Registration by Phone, Fax, Post or Internet via www.rub.de/autokongress3

Registration fee: 200,- €

Organized by

Ruhr-University Bochum
Prof. Dr. Ludger Pries
Sociology of Organisations
and Participation Studies
Room GB 04/42
D-44780 Bochum
Phone (49)-2 34 / 32 – 25429
Fax (49)-2 34 / 32 – 1 44 46
www.rub.de/soaps

In co-operation with



Organizing Office

Address: Inccas, Kurfürstenstr. 2, 44791 Bochum
Contact: Christian Bosowski
christian.bosowski@inccas.de
Assistance: Helen Schulte
Nancy Tüchter
Sophie Rosenbohm
Rebecca Frener
Phone 0234 / 32 24067 oder 0234 / 579 666 90
Fax 0234 / 579 666 88
Mobile 0177/3563575
Email conauto@inccas.de
Web site www.inccas.de/conauto



rub.de/autokongress3

Corporate Culture and Corporate Ethics: Strategic Resources in the Globalisation Process

Auto Congress for Business and Science
at the Ruhr-University Bochum

April 28, 2006

Sponsored
by:



Programme rub.de/autokongress3, Friday, April 28, 2006

9:00	Commencement of the Congress <ul style="list-style-type: none">▪ Representative of the Government of North-Rhine Westphalia▪ Prof. Dr. Ludger Pries, Ruhr-Universität Bochum
09:30	Plenum: Intercultural Corporate Behaviour in times of Globalisation <ul style="list-style-type: none">▪ Amit Dasgupta, Deputy Chief of Mission, Berlin▪ Dr. Werner Widuckel, Audi, Ingolstadt▪ Klaus Franz, GBR-Chairperson, Adam Opel GmbH, Rüsselsheim
11:30	Intermission – Stand-up cafe Opportunity to hold conversation with speakers
12:15	Plenum: Ethics and Transparency in Auto Companies <ul style="list-style-type: none">▪ Rainer Ludwig, Management Board, Ford, Cologne▪ Dr. Jochen Kirchhoff, Kirchhoff Group, Iserlohn▪ Prof. Dr. Ludger Pries, Ruhr- Universität Bochum
14:15	Intermission – Snacks Opportunity to hold conversation with speakers
15:00	Parallel group N ^o . 1: India as a new ‚Automobile Tiger‘? <ul style="list-style-type: none">▪ Dr. Johannes Wamser, india consult, Bochum▪ Rudolf Weiler, German-Indian Round Table, Hamburg▪ Andreas Aumüller, Emitec, Lohmar▪ Dr. Thomas Sedran, Roland Berger Strategy Consultants, Munich <p>Parallel group N^o 2: Corporate Ethics and Transparency as a Resource?</p> <ul style="list-style-type: none">▪ Dr. Peter von Blomberg, Transparency International, Berlin▪ Prof. Dr. Kai-D. Bussmann, Martin-Luther-University Halle-Wittenberg▪ Anja Henschel, Kautex-Textron, Bonn <p>Parallel group N^o 3: Challenge: Considering Ageing in Personell Policy</p> <ul style="list-style-type: none">▪ Heiko Spieker, Volkswagen, Hannover▪ Christian Riese, Nova.PE, Ruhr- Universität Bochum▪ Burkhard Sors, Kostal, Lüdenscheid
17:30	End of the Congress

Corporate success (also) depends on soft factors!

Corporate culture...

Global competition in the auto- and car component industry places increased pressure on historically grown corporate culture to change. On the one hand, corporate culture is becoming ever more important in maintaining cohesion in enterprises across national boundaries. On the other hand, enterprises need to take into better consideration the respective national cultures. Employees are required to display greater commitment vis a vis their company. At the same time, long-term trust relationships, stable employment and consensual conflict resolution are sometimes put in question.

...and corporate ethics...

Furthermore, questionable behaviour by certain managers as well as legal investigations prompt the demand for clear-cut corporate ethics. Enterprises need to hold their ground in the face of tough globalised competition without thereby disregarding the social orientation of ownership. On the one hand, aggressive individualism is often propagated, while on the other, team spirit and common welfare are desired qualities in an employee.

... as strategic resources

Corporate culture and corporate ethics should no longer be viewed as bothersome encumbrances. In the 21. century, competitiveness and sustainable corporate development depend mainly on bringing together globally dispersed knowledge stocks regarding markets, products, production systems and people and mobilising them as resources on a global level. This preconditions trust, reliability and longer-term predictability regarding people, locations and within enterprises as a whole.

At the 3. Auto Congress, corporate culture and corporate ethics as strategic resources in the globalisation process will be discussed by acknowledged experts from the fields of science and business. Current topics will be dealt with in depth in three parallel work groups.