

Tuesday, April 28, 2009

June 9 automotive conference to address new futures for the auto industry

The current crisis in the automotive industry is real and consuming for industry executives, managers, researchers, academics and anyone with a connection to it. How the various parts of the industry can respond to it while preparing for the future is a critical element to any one organization's future success.

Taking advantage of its close proximity to the industry's historic base in the United States, Oakland University is hosting the International Motor Vehicle Program's (IMVP) Researcher's Meeting and Automotive Research Conference, which brings together a broad array of high level industry researchers from around the world to exchange ideas and research findings. This year the event will also include a half-day Executive Forum on Tuesday, June 9, to address the current U.S. auto industry crisis and emerging scenarios for its future. The Forum will be held in the Pioneer Room of the Recreation Center on Oakland University's Rochester, Mich., campus from 1 – 5:45 p.m.

Automotive executives, researchers and others interested in the future of the automotive industry are invited to attend and participate in this dynamic, thought-provoking forum where automotive executives and industry thought leaders address significant issues facing today's global automotive industry.

The agenda and speakers cover today's topics and previews tomorrow's headlines, including key note addresses by William Santana Li, Chairman and CEO, Carbon Motors; and Jerome York, Chairman, President and CEO, Harwinton Capital.

Discussions and panel sessions will be moderated by Phil LeBeau, CNBC auto industry analyst, and will cover:

- Future of Automotive Demand; Levels and Mix
- Managerial Mindsets for a Changing Automotive World
- Finding Solutions and Avoiding Unintended Consequences

Other confirmed speakers include John Casesa, Casesa Shapiro Group LLC; Michael Robinet, Vice President, Global Vehicle Forecasts, CSM; and Glenn Mercer, automotive consultant and senior director, IMVP, Dennis C. Cuneo, former VP at Toyota, current adviser and attorney, along with others to be announced.

The Executive Forum will take place in the Pioneer Room of the Recreation Center on Oakland University's campus in Rochester, Michigan, and includes an optional evening reception at Meadow Brook Hall, the university's historic house museum, originally built as the residence of automotive pioneer John Dodge.

Registration for the conference is \$49; the evening reception is \$49. Registration for both is \$75. Register online at www.sba.oakland.edu/ce/career_dev.asp, then click IMVP under Seminars & Conferences.

IMVP is one of the oldest and largest international research consortiums of academics dedicated to studying the global automotive industry. It is led by co-directors John Paul MacDuffie, management professor, Wharton School of Business; Charles Fine, Chrysler LFM professor of management, Sloan School, MIT; and Senior Director Glenn Mercer. IMVP counts some of the world's preeminent scholars as members, with Janell Townsend, marketing and international business professor, OU's SBA acting as academic coordinator for this event. The IMVP Researcher's Meeting, IMVP/Automotive Research Conference at OU, and the IMVP/OU SBA Executive Forum are co-sponsored by the Center for Integrated Business Research and Education (CIBRE) at Oakland University's School of Business Administration, OU's Office of Grants, Contracts and Sponsored Research and the Office of the Provost.

SUMMARY

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