Automotive industry – The theory of the innovative milieu

Period of performance: 2019

The assignment focuses on the co-existence of large companies and local communities, and in particular, on the forms of cooperation resulting from the organisational processes and exchanges between private and public sectors. The specific sector of interest is the automotive industry. Two case studies were conducted – Magna Steyr in Graz (Austria) and Michelin in Clermont-Ferrand (France).

Magna Steyr plant in Graz, © Andrea.Allmer

The two cases respectively present how the examined companies are anchored in an urban and regional network. For instance, the collaboration of Magna and Michelin with regional authorities is well developed in the region's education system, e.g. development of joint curricula, financial contribution for the development of educational infrastructure, support for vocational training etc.

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