

Internationalization of the auto industry in the conditions of national economies growth

TETIANA LADUBA*

ABSTRACT. In the article were studied the strategies, models and forms of the auto industry internationalization in the conditions of integration processes development and growth of the national economies transparency level. The authors determined the factors and grounded the criteria of effective strategies implementation of automobile companies of the USA, Japan, the EU and China.

KEY WORDS: automobile sector, internationalization of the creation values system; international strategies, forms and models of the foreign market entry, factors of internationalization.

References

1. Freyssenet M. and Y. Lung, 'Between globalization and regionalization: what is the future of the motor industry?' in J. Humphrey, Y. Lecler and M. Salerno eds., *Global Strategies and Local Realities: the auto industry in emerging markets* (London: Macmillan, 2000).
2. Balcet G. and A. Enrietti, 'The Impact of Focused Globalization in the Italian Automotive Industry', *Journal of Interdisciplinary Economics* 13:1-3 (2002): p. 97-133.
3. Doctor M., 'The Interplay of States and Markets: the Role of Business-State Relations in Attracting Investment to the Automotive Industry in Brazil,' *Working Paper* 40-2003, Centre for Brazilian Studies (Oxford: 2003).
4. Schmid Stefan, 'Markteintritts- und Marktbearbeitungsstrategien internationaler Unternehmen', in: *WISU – Das Wirtschaftsstudium* 31: 5 (2002): p. 669–676, 725.

* **Tetiana Yuriivna Laduba** – Applicant of the International Economy Department of SHEE "Kyiv National Economic University named after Vadym Hetman." Employed for more than 5 years in the automobile business (Mitsubishi Motors, Porsche).

5. Schmid Stefan, Strategien der Internationalisierung. Fallstudien und Fallbeispiele, 2nd revised and expanded edition (Oldenbourg, Munich – Vienna: 2007), p. 3–34.
6. Schmid S., Grosche P., «Managing the International Value Chain in the Automotive Industry. Strategy, Structure, and Culture», Ed. ZV | Mediengestaltung & Sprachdienstleistungen, Gьtersloh. (Gьtersloh: Bertelsmann Stiftung, 2008), 160 p.
7. Schmid Stefan, Hartmann Swantje, Renault und Nissan. Eine franzьsisch-japanische Partnerschaft ohne Probleme? In: Schmid, Stefan (2007, ed.): Strategien der Internationalisierung. Fallstudien und Fallbeispiele, 2nd revised and expanded edition (Oldenbourg, Munich, Vienna: 2007), p. 341–361.
8. Kutschker Michael, Schmid Stefan, Internationales Management. 6th revised and updated edition (Oldenbourg, Munich, Vienna: 2008).
9. Lu Tong, *Transnational Management Strategy of Chinese Enterprises* (Economy and Management Press, 2003), p.47–57
10. *The strategies of the economic growth in the conditions of globalization*: Monograph, ed. PhD of Economic Sciences, Professor Lukianenko D.H. (Kyiv: KNEU, 2001), 538 p. [in Ukrainian]
11. Miao Qing, Ge Baoshan, «The Researches on Outward-oriented Internationalization Strategy of China Automotive Industry», Proceedings of 2007 International Conference on Management Science & Engineering (14th), Editor: Hua L. Harbin (China: Institute of Electrical and Electronics Engineers, 2007): p. 728- 732.
12. Porter Michael E., *The competition*, translated from English (Moscow: Viliams, 2005), 608 p. [in Russian]
13. Porter, Michael E., “Competition in Global Industries,” *A Conceptual Framework*, in Porter, Michael E. (1986 ed.) (Boston: Harvard Business School Press, 1986), p. 15–60.
14. Abele Eberhard, Meyer Tobias, Nдher Ulrich, Strube Gernot, Sykes Richard eds. „Global Production,” *A Handbook for Strategy and Implementation* (Springer, Berlin: Heidelberg 2008), p.34-101.
15. Huster Jьrgen (2006): Vietnam senkt Zьlle und Steuern fьr Einfьhren von Personenkraftwagen. Bundesagentur fьr Auьenwirtschaft, Cologne, 2006.
16. Automobile Sector Study: Mid Term Report, Trade SIA of the Association agreement under negotiation between the European Community and MERCOSUR (the University of Manchester, 2007), 167 p.
17. Cooney S., Yacobucci B. D., U.S. Automotive Industry: Policy Overview and Recent History, CRS Report for Congress, (Order Code RL32883), Congressional Research Service (The Library of Congress, April 25 2005), 106 p.
18. Lysytsyn V.D., Lysenko O.I., Vovk Y.S., “The role of the «savings production» in the enterprise activity,” The problems of the system approach

in the economy: On-line scientific professional edition №1 (2009): <http://nbuv.gov.ua>. [in Ukrainian]

19. The Economist Intelligence Unit, McKinsey & Co. «Succeeding in the next automotive century: a reprint of articles from the EIU Motor Business series» (London, 1999).

20. *Financial Times*, «Creating sustainable competitive advantage: the Toyota philosophy and its effects», *Mastering Management Series* (5 September 2002) [on-line] (<http://www.ftmastering.com/mmo/index07.htm>).

21. OESA (Original Equipment Suppliers Association) «OEM -Supplier relations from the supplier perspective», Global Automotive Conference (Bowling Green, Kentucky, 8 April) (Western Kentucky University, 2003).

22. ECLAC (Economic Commission for Latin America and the Caribbean) (2003), Foreign Investment in Latin America and the Caribbean, (LC/G.2226-P), Sales No. E.04.II.G.54 (Santiago, Chile: United Nations publication, May 2004), 142 p.

23. Sturgeon T., «Modular Production Networks: A New American Model of Industrial Organization», *Industrial and Corporate Change* 11: 3 (February 2002).

24. Auto Business, «OEM sourcing strategies» (24 October 2002) [on-line], DRIWEFA (<http://www.globalinsight.com/MultiClientStudy/MultiClientStudyDetail159.htm>).

25. Tsuji M., «The relationship between Toyota and its parts suppliers in the age of information and globalization: concentration vs. dispersion», *Industrial Agglomeration: facts and lessons for developing countries*, M. Kagami and M. Tsuji (eds.) (Tokyo: Institute of Developing Countries (IDE)/Japan External Trade Organization (JETRO), 2003).

26. Gritton P., «Toyota: surviving and thriving through supplier partnerships», *Global Automotive Conference* (Bowling Green, Kentucky, 8 April) (Western Kentucky University, 2003).

27. Just-auto.com «USA: revised Ford deals clobber Visteon in fourth quarter - report» (23 January 2004).

28. Just-auto.com «Japan: Denso hikes profit forecast» (3 February 2004).

29. Tang R., *The Rise of China's Auto Industry and Its Impact on the U.S. Motor Vehicle Industry*, Congressional Research Service (7-5700), R40924 (16 November 2009), 29 p.

30. Miao Qing, Ge Baoshan, «Research on International Entrepreneurship Strategy Model of Automotive Enterprises», 2008 International Conference on Management Science & Engineering 15th Annual Conference Proceedings, editors: LAN Hua, YANG Yu-hong (Long Beach, USA: IEEE Technology Management Council, 2008), p. 883 - 887.

31. *Economist Intelligence Unit*, «Industry Report: Automotive July 2009»; and Geely corporate website // www.geely.com.

32. Webb Alysha, "China's Cherry Plans Europe Exports," *Automotive News* (Jan. 24 2005): p. 221-232.

The article was received by the editorial board on 2.12.2010

[The full text of the article is available in Ukrainian.](#)