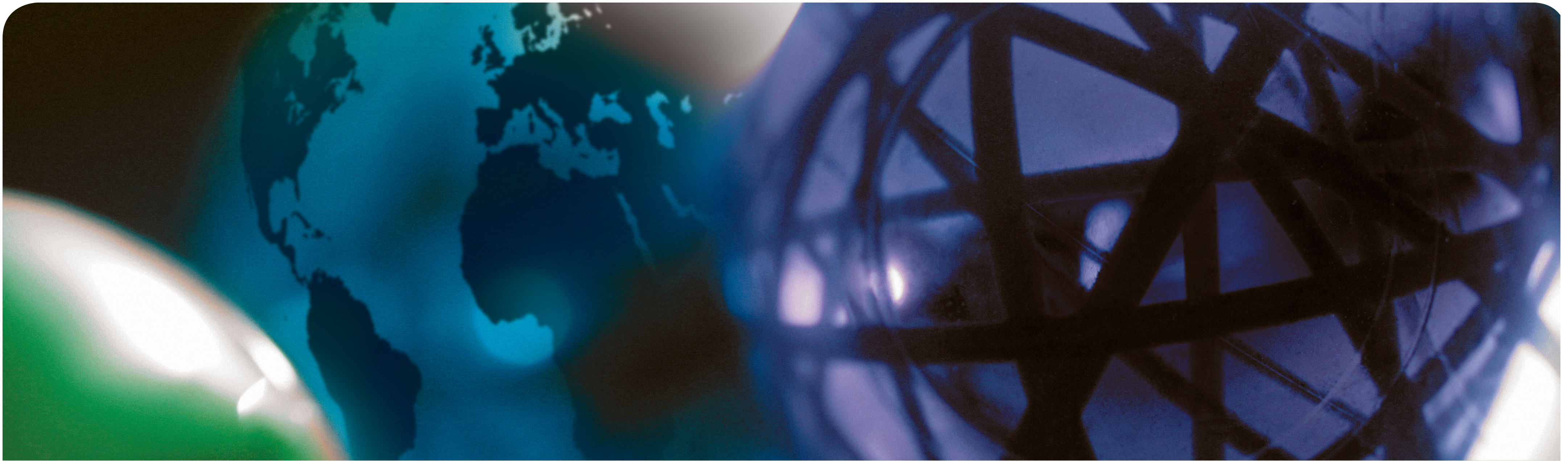


Centre for Science, Technology and Innovation Policy (CSTI)

Seminar Series



The 'Lightness' of Industry 4.0 Lead Firms: Implications for global value chains

5 March, 4:30pm to 6:00pm, Seminar Room 1 at the Institute for Manufacturing.

Lukas Brun

Biography



Lukas Brun is a Visiting Associate Professor in the Markets and Management Program at Duke University, where he teaches a course on organizations and global competitiveness, and a Senior Research Analyst at the Duke Global Value Chains (GVC) Center, where he conducts research addressing

development issues for governments, foundations, and international development organizations. His teaching and research, broadly speaking, examine how global production and retail networks, organized by lead firms, structure the opportunities of individuals, firms, and regions to participate in them and capture value. Recent global value chain projects include analyzing the shipbuilding industry for governments in South Korea, the Philippines, and Canada; and the oil & gas and transportation & logistics industries for Kazakhstan. His research appears in peer-reviewed and industry trade journals. Lukas is a Ph.D. candidate at North Carolina State University's School of Public and International Affairs, and holds master's degrees with concentrations in economic development and international political economy from the University of North Carolina at Chapel Hill. Lukas will speak about ongoing research conducted with Gary Gereffi (Duke) and James Zahn (UNCTAD) on the effect of Industry 4.0 technologies on global value chains.

Abstract

Digitization, due in large part to the suite of technologies commonly referred to as "Industry 4.0" or the "Fourth Industrial Revolution", is changing the frontier of what tasks can be performed by machines and what must be completed by humans, challenging the extensiveness of production in geographic space and the density of interactions among buyers and suppliers. In this presentation, I argue that technological change is introducing new, highly capable digital technology multinational enterprises ("digital economy MNEs") into the manufacturing and service sector. These firms are unique in that they value non-physical assets higher than physical assets, indicative of a competitive strategy valuing more asset-light forms of international production. "Lightness" among these firms has development implications for regions, especially if lightness among digital economy MNEs is a harbinger of increased lightness among all industries.

Drinks and snacks will be served for everyone after the event.

These lectures are free to attend.

For more information visit: www.ifm.eng.cam.ac.uk/research/csti/

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