

Dissertation title:

Network culture in networks of production – Scope for design at automation industry

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Automotive industry organizations are forced to increase network like cooperations. This trend is driven by growing economic pressures like e.g. the need for raising productivity and product quality. One of the central components of building cooperative networks is the management of social interrelations and the social structures within these networks. Therefore management of interpersonal relationships is one of the hallmarks of successful network co-operations.

However these cooperations are stamped by high complexity and dynamics of these interrelations. There are cooperative and competitive characteristics acting in concert as well as different cultures existing in parallel for example. Unfortunately this ambiguous situation is one of the major reasons for building up distrust.

But trust between network participants is one of the most important factors to successfully coordinate network transactions. Trust is the starting point as well as driving force for sustainable network operations.

Culture and shared values could be used as instruments to generate personal as well as organizational trust. Reliability emerging from shared values and cultural elements therefore transfer into network stability and functionality. Hence culture and trust are important resources to assure successful network cooperations in the automotive industry.

In line with this the aim of this doctoral thesis is to develop a theoretical and practical (established) concept of procedures which allows building up trust in networks.