

Institutionalization and value chain. Transformation process of Renault

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Abstract

The Renault's deinstitutionalization process is the result of a situation where the organization has almost filed for bankruptcy. The disruptive institutional work resulting from the external management chosen by the State will stagger the institutionalization of the culture of the result, from 1985 to 1990, and will put in default the "social showcase", historic institution of the "Régie Renault", resulting from the social agreements of the 9/15/1955. Constrained social plans will ultimately be used, even after the return to profits, like private builders. Through a longitudinal case study, and access to the Renault archives, we are studying the history of social deinstitutionalisation of Renault. Between disputes and collaborations, the case is marked by intense institutional struggles, between State, European Commission and progressive emancipation of the Presidents of Renault. Our analysis is based on data from various archives including the audiovisual archives (Ina) and those of Renault Histoire. Our study highlights the evolution of the tactical repertoires mobilized against the denationalization of Renault, an institutional vestige wishing to be saved most of the time by the State. Institutional coalitions will eventually force the abandonment of this legal and mythical status.