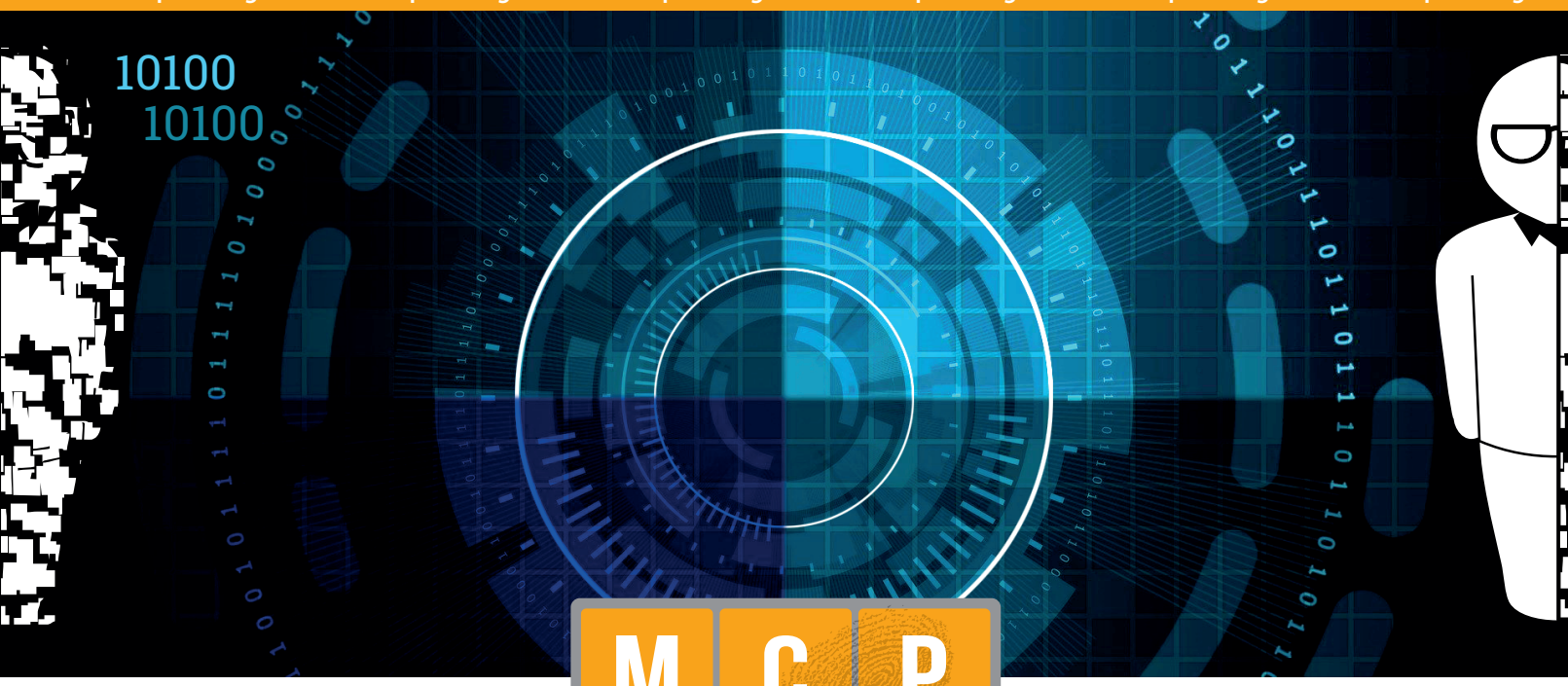


MCP
community of europe

Mass Customization and Personalization
Community of Europe MCP-CE 2020

2 JOINT EVENTS

9th International Conference on Mass Customization and Personalization – Community of Europe (MCP - CE 2020)

4th Doctoral Student Workshop

PROGRAMME

23-25 September 2020, Novi Sad, Serbia

Programme Outline

	22/09 Tuesday	23/09 Wednesday	24/09 Thursday	25/09 Friday
9:00	DSW Registration & Opening	MCP-CE Opening	Keynote Lecture	Academic Session
9:30	DSW Lecture	Keynote Lecture	Academic Session	
		Academic Session		Closing Ceremony
12:00	Lunch	Lunch	Lunch	Sightseeing Tour
13:30	DSW Session	Academic Session	Poster Session	
16:00				
17:15				
19:00			Panel Discussion	
20:30		Conference Dinner		
23:00				

DSW WORKSHOP – 22nd September, Tuesday, Day 1

9.00 – 9.15	**4th DSW REGISTRATION**	**Room 106 (ITC building)**
9.15 – 9.30	**OPENING CEREMONY, WELCOME ADDRESS** Zoran Anišić & Cipriano Forza	**Room 106 (ITC building)**
9.30 – 10.15	**PLENARY SESSION: Opening DSW Keynote**	**Room 106 (ITC building)**
Cipriano Forza	How to perform a paper review and how to write thinking to reviewers	
10.15 – 10.30	**COFFEE BREAK**	**Room 106 (ITC building)**
10.30 – 12.15	**PLENARY SESSION: DSW LECTURES**	**Room 106 (ITC building)**
Enrico Sandrin	How to perform a literature review: General indication and example of systematic literature review with deductive coding	
Nikola Suzić	How to communicate results of a literature review: An example of systematic literature review with inductive coding	
12.15 – 12.45	**CLOSING DISCUSSION OF THE MORNING SESSION. QUESTIONS AND ANSWERS**	**Room 106 (ITC building)**
12.45 – 14.00	**LUNCH**	**Restaurant Bašta (Faculty of Agriculture)**
14.00 – 17.00	**PLENARY SESSION: RESEARCH PRESENTATIONS AND DISCUSSION**	**Room 106 (ITC building)**
Sri Sudha Vijay Keshav Koll		
Jeff Mangers		
10-minute break		
Gao Sini		
Thoussaint Lou		
10-minute break		
Mehmet Ozdemir		
Marijana Topo		
17.00 – 17.15	**CLOSING OF THE DSW** Cipriano Forza, Enrico Sandrin & Nikola Suzić	**Room 106 (ITC building)**

23rd September, Wednesday, Day 2

08.30 – 09.00	**CONFERENCE REGISTRATION**	**University Rectorate**

9.00 – 9.30	**OPENING CEREMONY, WELCOME ADDRESS**	**I-16 (First floor) (University Rectorate)**
Dubravko Ćulibrk	Department of Industrial Engineering and Management, Director	
Cipriano Forza	Chairman of the Scientific Committee MCP-CE	
Paul Blažek	Chairman of the Business Committee MCP-CE	
Zoran Anišić	Chairman of the Organizing Committee MCP-CE	
Frank Piller	RWTH Aachen University, special guest	

9.30 – 10.50	**PLENARY SESSION I: Keynote Presentations**	**I-16 (First floor) (University Rectorate)**
Paola Spagnolo	The Roen Est Tale: A Configurator for Tailor Made Products as Responsiveness Accelerator and Organization Growth Agent	
Poorang Piroozfar	Enabling Circular Economy in the AEC Industry through Application of Advanced Digital Solutions	

10.50 – 11.00	**SHORT BREAK**	

11.00 – 12.00	**PLENARY SESSION II** **Session Chair: Marcel Weber**	**I-16 (First floor) (University Rectorate)**
Mehmet Ozdemir, Gaetano Cascini and Jouke Verlinden	A Mass Personalization Framework for Knitted Footwear	
Ekaterina Korneeva, Sarah Hönigsberg and Frank T. Piller	Mass Customization Capabilities in Practice – Introducing the Mass into Customized Tech-Textiles in an SME Network	
Chiara Grosso, Christine Mauracher, Francesca Checchinato and Vladi Finotto	Configuration Challenges for the “Made in Italy” Agrifood Industry	

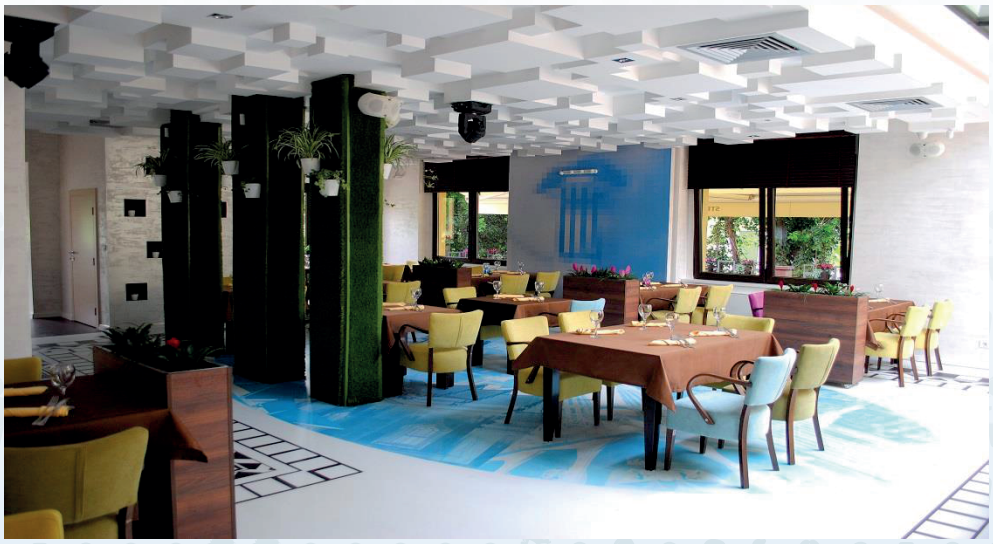
12.00 – 13.30	**LUNCH**	**Restaurant Bašta (Faculty of Agriculture)**

13.30 – 14.30	**PLENARY SESSION III** **Session Chair: Thomas Aichner**	**I-16 (First floor) (University Rectorate)**
Christos G. Chatzopoulos and Marcel Weber	Digitization and Artificial Intelligence for Lean Customer Experience Management	
Michael Riesener, Christian Dölle, Annika Becker and Günther Schuh	Modeling of Usage Hypotheses for the Identification of Innovation Potential	
Abdel Monim Shaltoni and Thomas Aichner	Perceived Usefulness and Willingness to Rely on Advertising Versus Electronic Word-Of-Mouth (eWOM)	

14.30 – 14.45	**COFFEE BREAK**	**Teachers Club (University Rectorate)**

14.45 – 15.45	PLENARY SESSION IV Session Chair: Joanna Daaboul	I-16 (First floor) (University Rectorate)
Jeff Mangers, Lou Thoussaint, Meysam Minoufekr and Peter Plapper	Multi-level Information Value Stream Mapping	
Håkon Lund, Gunnar Lamvik, Ottar Bakås and Lars Skjelstad	Job Coordination through Visualization: Resolving or Creating Dilemmas on the Shop Floor?	
Sini Gao, Joanna Daaboul and Julien Le Duigou	Planning and Scheduling in Reconfigurable Manufacturing Systems for Mass Customized Products	

20.00 – 23.00	Official Conference Dinner – Restaurant KUBO



24th September, Thursday, Day 3

9.00 – 9.40	**PLENARY SESSION V: Keynote Presentation**	**I-16 (First floor) (University Rectorate)**
Christoph Meinen	The role of Open Foresight for Mass Customization and Open Innovation	

9.40 – 10.40	**PLENARY SESSION VI** **Session Chair: Sara Shafiee**	**I-16 (First floor) (University Rectorate)**
Paul Christoph Gembarski	Design Automation Case Study: Trash Rack Cleaner	
Christian A. Bertram, Georg O. Mueller, William Durant Mangum and Niels Henrik Mortensen	A Method for Revealing Misalignment in Engineer-to-Order Products and Process Structures	
Sara Shafiee, Marija Savić and Zoran Anišić	Comparing the Product Configuration Benefits in Engineering and Quotation Phases	

10.40 – 11.00	**COFFEE BREAK**	**Ceremonial hall (University Rectorate)**

11.00 – 12.20	**PLENARY SESSION VII** **Session Chair: Paul Christoph Gembarski**	**I-16 (First floor) (University Rectorate)**
Vladan Grković, Milan Kolarević, Aleksandra Petrović and Mišo Bjelić	CAD Configurator for Automatic Configuration of Modular Strongrooms	
Paul Blažek and Klaus Pilsl	The Importance of Analysing Configurator usage Data to Leverage Product Innovation and Sales Performance	
Daniel Kloock-Schreiber, Tim Brockmöller, Jannik Schneider, Paul Christoph Gembarski, Iryna Mozgova and Roland Lachmayer	TRIZ-Reverse for PSS Potential Determination	
Jannik Schneider, Iryna Mozgova and Roland Lachmayer	Product-service Systems as an Economical Solution to Improve the Sustainability of Products	

12.20 – 13.30	**LUNCH**	**Restaurant Bašta (Faculty of Agriculture)**

13.30 – 14.30	**VIEWING OF POSTER PRESENTATION VIDEOS**

14.30 – 15.30	**POSTER PRESENTATION Q&A** **Session Chair: Cipriano Forza**	**I-16 (First floor) (University Rectorate)**
Paul Christoph Gembarski	Modelling the Portfolio of Capabilities for Product Variant Creation and Assessment	
Jelena Spajić, Dunja Bošković, Bojana Milić and Danijela Lalić	Boosting Customer Experience Value through Customer Journey Design	
Chiara Grosso and Cipriano Forza	Social Product Configuration: Reflecting on the Gap Between Users' Motivational Drivers and Available Online Sales Configurator – Social Software Connections	

Philipp Wolniak, Daniel Kloock-Schreiber, Bastian Sauthoff and Roland Lachmayer	Integrating Architectural Design Changes in Computer-Aided Design Optimization
Paul Blažek, Clarissa Streichsbier, Georg Strassmayr and Simone Honetz	The Customization Experience. Observations in Monitoring Web-Based Product Configurators
Nikola Učur, Jelena Spajić and Danijela Lalić	Neuromarketing: Can You Make a Brand Personal?
Aleksandar Vekic, Jelena Borocki and Angela Fajsi	Mass Customization Strategies in Pandemic Conditions
Yasuyuki Cho	Sustainable Mass Customisation in the New Normal
Marijana Topo and Danijela Ćirić	Industry 4.0 and MCP: Interrelation among Consumers, Producers, and New Technological Concepts
Paul Christoph Gembarski, Jonas Brinker and Oliver Thomas	An Extended Key Competence Framework to Mass Customize After-Sales Services
Marko Milosavljevic, Slobodan Moraca, Angela Fajsi, Ivan Ivkovic and Dragan Ilic	Importance of Customer Ratings and Reviews: Example of Amazon

19.00 – 19.40	**PLENARY SESSION VIII: Keynote Presentation**	**I-16 (First floor) (University Rectorate)**
Paul Blažek	Re-Innovation in the Age of Individuality	

19.40 – 20.30	**PANEL DISCUSSION: RE-INNOVATING BUSINESS IN THE DIGITAL ERA**	**I-16 (First floor) (University Rectorate)**
Moderator:	**Paul Blažek**, Founder & CEO of cyLEDGE Media, Austria	
Panelists:	**Paola Spagnolo**, Founding Partner - Temporary Manager, Percinque Srl, Vicenza, Italy	
	Poorang Piroozfar, Founder and Director of Digital Construction Lab, School of Environment and Technology, University of Brighton, UK	
	Christoph Meinen, Member of the board of directors and innovation coach, Berner Kantonalbank (BEKB), Bern, Switzerland	

25th September, Friday, Day 4

9.00 – 10.00	PLENARY SESSION IX Session Chair: Enrico Sandrin	I-16 (First floor) (University Rectorate)
Akinori Ono, Yusuke Iwama and Ryohei Kitazawa	Your Customers May Feel Jilted: The Hidden Risk of Hybrid E-Customization Systems	
Marwa Meddeb and Jean-Louis Moulins	The Impact of Online Sales Configurator on Mass Customization Value: The Role of Psychological Empowerment	
Stefan Plappert, Paul Christoph Gembarski and Roland Lachmayer	Product Configuration with Bayesian Network	

10.00 – 10.15	COFFEE BREAK	Teachers Club (University Rectorate)

10.15 – 11.15	PLENARY SESSION X Session Chair: Nikola Suzić	I-16 (First floor) (University Rectorate)
Hesamoddin Yavari, Ahmad Nedaei Fard, Ian Campbell and Matt Sinclair	Exploring a User-Friendly Mass Customization Toolkit with High Degree of Freedom	
Sri Sudha Vijay Keshav Kolla, Andre Sanchez, Meysam Minoufekr and Peter Plapper	Augmented Reality in Manual Assembly Processes	
Jelena Ćurčić, Anja Jakšić, Ksenija Mitrović, Danijela Gračanin and Jelena Spajić	The Impact of Virtual and Augmented Reality on Mass Customization and Personalization	

11.15 – 11.30	CLOSING CEREMONY	I-16 (First floor) (University Rectorate)

	SIGHTSEEING TOUR
12:00 – 13:00	Lunch at Restaurant "TERASA", Petrovaradin Fortress
13:00 – 14:30	Petrovaradin Fortress guided tour
14:30 – 16:00	Novi Sad city guided tour