

# PROCEEDINGS

**of the 9<sup>th</sup> International Conference on Mass Customization and Personalization – Community of Europe (MCP-CE 2020)**

**September 23 – 25, 2020  
Novi Sad, Serbia**

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**UNIVERSITY OF NOVI SAD - FACULTY OF TECHNICAL SCIENCES  
Department of Industrial Engineering and Management**

**MY PRODUCT – Center for Product Development and Management**

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## PREFACE



The 9<sup>th</sup> International Conference on Mass Customization and Personalization is held in the year that is completely different from all the others. The world has faced a global pandemic that has a significant impact on all areas of human life and work, thus having a direct impact on science as well. A large number of conferences and seminars were cancelled, and those that were held introduced the possibility of online participation both for presentations and discussions. Instead of pleasant conversations in the halls during coffee breaks, which often spontaneously lengthen and disrupt the carefully planned conference program, now the participants communicate via online platforms sitting in their offices and homes. It's different, but as people who regularly do this kind of business, we like to say: "It's a challenge!" Nevertheless, we should try to get the most out of this new situation, as well as from the technical possibilities enabled by modern information technology.

In these conditions, the conference was followed by about 40 registered participants, who sent 33 papers collected in these proceedings. The papers are of high quality, following the well-known standards of our conference. The topics are in line with current trends, focusing on the development of configurators, customer relations, implementation of MC strategy in manufacturing systems, co-creation and innovation of products and personalization enabled by modern technologies, etc. All of these papers are directly or indirectly related to the main title of this year's conference: "Re-innovating Business in the Digital Era", which is even more significant since the trends of digitalization have been considerably accelerated by the emergence of a global pandemic that has reversed thinking about different ways of doing business.

We must not forget to mention the 4th DSW, which was as successful as the previous three workshops, opening the door to young doctoral students towards successful doctoral dissertations in the field of Mass Customization and Personalization. Most of the participants came to Novi Sad, presenting their great ideas with passion and desire for learning and improvement, but not forgetting the importance of socializing and getting to know the city and colleagues from Novi Sad.

At the end of the preface, I would like to take the opportunity to express my deepest gratitude to our co-organizers and sponsors for the help and support, and to repeat once more the phrase: "It's a Challenge", believing that customization and personalization of products and services is gaining more importance and presence in the modern business and everyday life.

Novi Sad, September 2020

Dr Zoran ANIŠIĆ  
Chairperson of MCP-CE 2020

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