



10<sup>th</sup> International Conference on  
Mass Customization and Personalization  
– Community of Europe (MCP - CE 2022)

# Toward the Sustainable, User-centric and Smart Industry 5.0

21-23 September 2022, Novi Sad, Serbia



The organizing committee is closely monitoring the situation associated with the ongoing COVID-19 pandemic. For the safety and health of all participants, MCP-CE 2022 will be held as a **hybrid conference** offering the on-site and virtual versions, if pandemic is not controlled. Further details will be posted on the website as they become available. We appreciate your commitment and interest.

On behalf of the organizing committee, we are pleased to announce the 10th International Conference on Mass Customization and Personalization – Community of Europe (MCP - CE 2022) as a continuation of our mission started in 2004.

Organized now for the tenth time, the biannual **MCP-CE** conference will have the following overall title: **"TOWARD THE SUSTAINABLE, USER-CENTRIC AND SMART INDUSTRY 5.0"** in order to emphasize the current global industry and marketing trends that open up endless possibilities for consumers to express their individuality and creativity, and also an opportunity for innovations and new business models. MCP - CE 2022 will continue the tradition of plenary work during the conference as well as attractive and lively stand-up poster presentations in order to promote vivid discussion and maintain the positive spirit during the conference, already a recognizable trademark ensuring that our colleagues return each year.

## Call for Papers for 2 joint events!

- **10<sup>th</sup> International Conference on Mass Customization and Personalization – Community of Europe (MCP-CE 2022)**
- **5<sup>th</sup> Doctoral Student Workshop (DSW 2022)**

### Important Dates

- |   |  |  |
|---|--|--|
| 1 Abstract submission deadline:<br><b>31 March 2022</b> | 4 Notification of paper acceptance:<br><b>01 July 2022</b> | 7 Registration and payment<br>deadline:<br><b>9 September 2022</b> |
| 2 Notification to Authors:<br><b>15 April 2022</b>      | 5 Final paper submission deadline:<br><b>15 July 2022</b>  |  |
| 3 Paper submission deadline:<br><b>31 May 2022</b>      | 6 Final notification:<br><b>15 August 2022</b>             |  |

In line with the strategy to pay special attention to young researchers, we are organizing Doctoral Student workshop (DSW) for the fourth time aimed at PhD students in the field of **Mass Customization and Personalization**. The goal is to bring together doctoral students and eminent professors, offering them open discussion opportunities focusing on current research topics, suitable methods for justification of hypothesis or valuable suggestions on writing good quality scientific papers. We are confident that with joint learning, socializing and entertainment, PhD students will have an unforgettable week in Novi Sad.

MCP-CE Conferences have been traditionally supported by **International Journal of Industrial Engineering and Management - IJIE** ([www.ijiemjournal.org](http://www.ijiemjournal.org)), a peer reviewed journal indexed in **Scopus**. As a result of this long-term cooperation, we are pleased to announce that high quality papers from **MCP-CE 2022 Conference** will have the opportunity to be published in IJIE journal.

In the hope that the above-described reasons are convincing enough to ensure your participation, we hereby cordially invite you to participate and share your research ideas, efforts and results with other scientists, entrepreneurs and corporate managers, who are interested in exploring the possibilities of creating customized and personalized products.

For all information about the Conference, please follow our website [www.mcp-ce.org](http://www.mcp-ce.org), where you can also find timeline with all of our activities.

## Conference topics

### Global trends

- Trends in mass customization and personalization
- Industry 5.0 and MCP
- Sustainability and MCP
- Societal changes and MCP

### Product & process design

- Product and process design for MCP
- Product and service modularization
- Product platform design
- Open Innovation & crowdsourcing
- Co-creation

### Marketing & sales

- Big data and product space design
- Design of customer experience
- Value of customer experience
- Personalization of marketing
- Virtual reality and MCP

### ICT based systems for MCP & customer involvement

- Ideation platforms
- Social networks and MCP
- Social media/SW in co-design and co-creation
- Netnography
- Product configuration systems and customization toolkits

### Product concept

- Self-customizing (smart) products
- Big data and service personalization
- AI driven products
- Personalized 3D body avatars

### Manufacturing & supply chain

- Digital manufacturing
- Additive manufacturing
- Process modularity and reconfigurable manufacturing

- Supply chain management in MCP environments
- Service customization

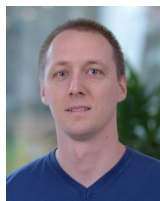
### Evidence and learning from practice

- MCP in practice
- Managers tell transitions to MCP
- Cost, revenues and returns on investments in MCP

### Overall strategy and organization

- Business models and strategies for MCP
- Variety and complexity management
- Guidelines for implementation of MCP best practices
- Competencies, skills and capabilities for MCP
- Organizational design and change for MCP

## Contact Information



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Faculty of Technical Sciences  
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and Management  
Center for Product Development  
and Management





# NOVI SAD

The European  
Capital of Culture

2022

Serbia's second city, **Novi Sad**, is renowned for being the liberal city of music, art and fun. Set on an idyllic stretch of the **Danube River**, Novi Sad locals enjoy the rapturous reputation of living within Serbia's **cultural heart**. It is an open and tolerant city with friendly people who are proud of their cultural diversity. Little wonder then, **the European Union named Novi Sad the European Capital of Culture of 2022**. Among the many tourist attractions, we would like to single out the following:

**THE DANUBE** is one of the distinguishing features of Novi Sad in terms of tourism, especially the famous 'corso' – the "Belgrade Quay", as well as numerous beaches along the shore. The most beautiful *Štrand* beach stretches out on an area of 24 acres.

**THE PETROVARADIN FORTRESS** was built in the 17<sup>th</sup> and 18<sup>th</sup> century, it is a culturally historical monument. Nestled within the fortress are the **Museum of the City of Novi Sad**, the **Academy of the Arts**, the **Observatory** as well as the **City Archives**. The "Best music festival of Europe" **EXIT** also takes place here, within the walls of the fortress each July.

**NIGHT LIFE** Bars, clubs, rafts and casinos are open every day of the week. Looking for an amazing atmosphere, crazy parties and good fun? Novi Sad has got it all. From alternative to reggae, brass bands and gypsy music to turbo folk, from techno to heavy metal, Novi Sad is bouncing in one of its many rhythms every night.

**FRUŠKA GORA** and the **MONASTERIES** – Fruška Gora is a national park of more than 60.000 acres, where 17 Orthodox monasteries can be found, with majestic forests, rare plants and wildlife, nature reserves, 14 lakes, 800km of marked mountain trails, complete with mountaineering homes. It is located partly within the Novi Sad district. Fruška Gora is a tourist must-see because it offers great versatility, from active sports to lazing about, topped with a stunning view of the Danube.

Join us in Novi Sad in 2022,  
share your ideas and become a part  
of our growing community

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