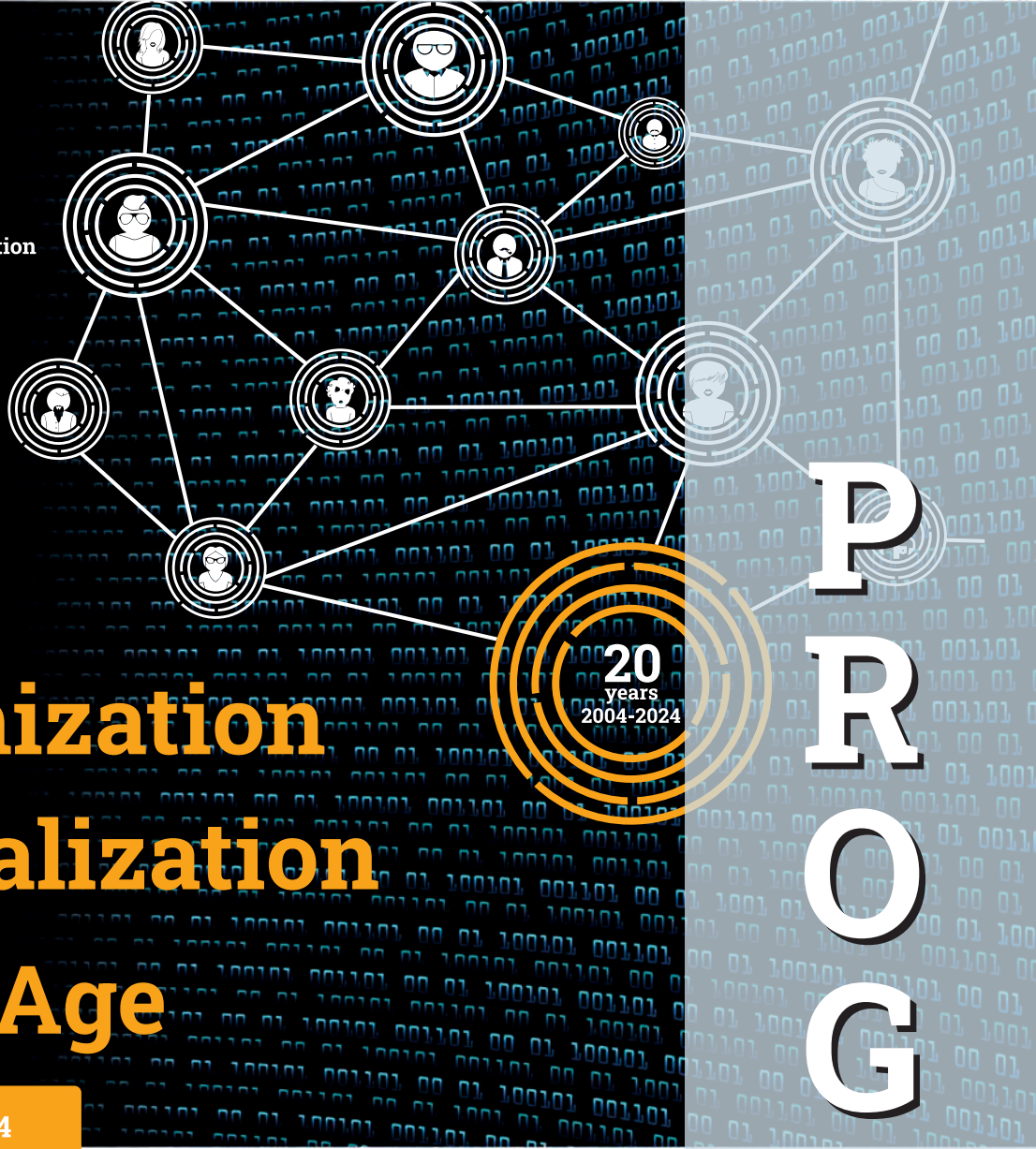




11<sup>th</sup> International Conference on  
Customization and Personalization  
(MCP 2024)



# The Power of Customization and Personalization in the Digital Age

September 24-27, 2024  
Novi Sad, Serbia

[www.mcp-ce.org](http://www.mcp-ce.org)

## 3 Joint events:

- 11<sup>th</sup> International Conference on Customization and Personalization - (MCP 2024)
- 6<sup>th</sup> Doctoral Student Workshop - (DSW 2024)
- 3<sup>rd</sup> Professionals Panel & Idea Sharing Forum (Pro Forum & MEA KULMA 2024)



## 6<sup>th</sup> DSW WORKSHOP –24<sup>th</sup> September, Tuesday, Day 1

<b>9.00 – 9.15</b>	<b>6<sup>th</sup> DSW REGISTRATION</b>	<b>Room 004 (ITC building)</b>
<b>9.15 – 9.30</b>	<b>OPENING CEREMONY, WELCOME ADDRESS</b> Zoran Anišić & Cipriano Forza	<b>Room 004 (ITC building)</b>
<b>9.30 – 10.15</b>	<b>PLENARY SESSION: Opening DSW Keynote</b>	<b>Room 004 (ITC building)</b>
Alessio Trentin	WHAT THEORY IS AND WHAT THEORY IS NOT	
Cipriano Forza	HOW TO PERFORM A PAPER REVIEW AND HOW TO WRITE THINKING TO REVIEWERS	
<b>10.15 – 10.30</b>	<b>COFFEE BREAK</b>	<b>Canteen – Ground floor (ITC building)</b>
<b>10.30 – 12.00</b>	<b>PLENARY SESSION: DSW LECTURES</b>	<b>Room 004 (ITC building)</b>
Enrico Sandrin	REVIEWING LITERATURE THINKING AT PUBLICATION: HOW TO PERFORM A SYSTEMATIC LITERATURE REVIEW AND DERIVE FROM IT RESEARCH AND PUBLICATION OPPORTUNITIES	
Nikola Suzić	MIND YOUR AUDIENCE: COMMUNICATING YOUR RESEARCH RESULTS	
Željko Tekić	FINDING DATA OUT THERE - SOME IDEAS ABOUT DATA COLLECTION AND USE	
<b>12.00 – 12.30</b>	<b>CLOSING DISCUSSION OF THE MORNING SESSION. QUESTIONS AND ANSWERS</b>	<b>Room 004 (ITC building)</b>
<b>12.30 – 13.30</b>	<b>LUNCH</b>	
<b>13.30 – 17.05</b>	<b>PLENARY SESSION: RESEARCH PRESENTATIONS AND DISCUSSION</b>	<b>Room 004 (ITC building)</b>
Georgios Konstantinos Kourtis		
Morten Nørgaard		
Julius Oluwole		
Muluken Abebe Tirunch		
<i>15-minute break</i>		
Javier Cabello		
Erika Marie Strøm		
Qingsong Zhao		
Jovana Miletic		
<b>17.05 – 17.15</b>	<b>CLOSING OF THE DSW</b> Cipriano Forza, Enrico Sandrin, Nikola Suzić & Alessio Trentin	<b>Room 004 (ITC building)</b>

## 11<sup>th</sup> MCP Conference - 25<sup>th</sup> September, Wednesday, Day2

<b>08.00 – 09.00</b>	<b>CONFERENCE REGISTRATION</b>	<b>University Rectorate</b>
<b>9.00 – 9.30</b>	<b>OPENING CEREMONY, WELCOME ADDRESS</b>	<b>Ceremonial Hall (University Rectorate)</b>
Dean or representative	Faculty of Technical Sciences, University of Novi Sad	
Director or representative	Department of Industrial Engineering and Management	
Representative	Autonomous Province of Vojvodina	
Cipriano Forza	Chairman of the Scientific Committee MCP-CE	
Paul Blazek	Chairman of the Business Committee MCP-CE	
Zoran Anišić	Chairman of the Organizing Committee MCP-CE	
<b>9.30 – 10.50</b>	<b>PLENARY SESSION I Session Chair: Zoran Anišić</b>	<b>Ceremonial Hall (University Rectorate)</b>
Alessio Trentin, Enrico Sandrin, Cipriano Forza	THE RELATIONSHIPS AMONG MASS-CUSTOMIZATION ENABLERS: A REVIEW OF THEORY-TESTING RESEARCH	
Zoran Anisic, Claudio Sassanelli	ALIGNING MASS CUSTOMIZATION WITH CIRCULAR ECONOMY	
Erwin Gross, Viktor Balzer, Nadja Hildebrandt, Manfred Dangelmaier, Thomas Bauernhansl	PERSONALISATION AS A STRATEGIC COMPETITIVE ADVANTAGE: A SURVEY	
Paul Blazek, Marton Liszka	UNDERSTANDING AND ENHANCING NATIONAL INNOVATION SYSTEMS: DYNAMICS, CHALLENGES AND STRATEGIES	
<b>10.50 – 11.20</b>	<b>COFFEE BREAK</b>	<b>Teachers Club (University Rectorate)</b>
<b>11.20 – 13.00</b>	<b>PLENARY SESSION II Session Chair: Nikola Suzić</b>	<b>Ceremonial Hall (University Rectorate)</b>
Paul Christoph Gembarški	SOLUTION SPACE DEVELOPMENT 2.0: REFRAMING PRODUCT ADAPTATION AND AI-BASED ENGINEERING TOOLS	
Rade Božić, Olivera Grljević	TOPIC MODELING AND SENTIMENT ANALYSIS FOR ENHANCED PERSONALIZATION IN RECOMMENDATION SYSTEMS	
Manfred Dangelmaier, Katharina Hölzle, Sabine Krieg, Ann-Kathrin Briem, Erwin Gross	PROBABILISTIC HUMAN-MACHINE COOPERATION IN PRODUCT PERSONALIZATION	
Joanna Daaboul, Sini Gao, Julien Le Duigou	PRODUCTION PLANNING FOR MASS CUSTOMIZATION AND RECONFIGURABLE MANUFACTURING SYSTEMS	
Dusko Lukac	INTERNATIONAL STRATEGIC CONCEPT FOR CREATING DIGITAL LEARNING CONTENT FOR CUSTOMERS THE TENSION BETWEEN PERSONALIZATION AND STANDARDIZATION	
<b>13.00 – 14.00</b>	<b>LUNCH</b>	<b>Teachers Club (University Rectorate)</b>

## 11<sup>th</sup> MCP Conference - 25<sup>th</sup> September, Wednesday, Day2

14.00 – 15.00	PLENARY SESSION III Stand-up Session: Cipriano Forza	University Rectorate
Jovana Miletić, Zoran Anišić	PERSONALIZING FASHION IN THE METAVERSE: THE ROLE OF NFTS IN TRANSFORMING DIGITAL CONSUMER EXPERIENCES	
Jelena Demko-Rihter, Wolfgang Raeder	ANALYSIS OF GEN Z PERCEPTION OF POTENTIALS CONCERNING PERSONALIZED CUSTOMER EXPERIENCE WHEN USING FINANCIAL SERVICES	
Aleksandra Pavlović, Andrea Ivanišević, Minja Bolesnikov, Jelena Čulibrk, Miloš Šešlija	THE ROLE OF DIGITALIZATION IN THE INTRODUCTION OF CUSTOMIZATION AND PERSONALIZATION OF PRODUCTS AND SERVICES – THE CASE OF SERBIA	
Milan Rackov, Sinisa Kuzmanovic	HOW TO FACILITATE THE SELECTION OF UNIVERSAL GEAR MOTOR REDUCERS AND MEET CUSTOMER EXPECTATIONS	
Helena Anišić, Dinu Dragan, Dušan B. Gajić, Veljko B. Petrović	FACILITATING NFT CUSTOMIZATION: OVERVIEW OF TOOLS ENABLING NON-PROGRAMMERS TO ENGAGE IN THE DIGITAL ASSET SPACE	
Silvia Colabianchi, Chiara Grosso, Claudia Monzi, Luca Fraccascia, Fabio Nonino	DESIGNING FOR CIRCULARITY: CHARACTERIZING CIRCULAR, GREEN, AND SUSTAINABLE PRODUCTS IN THE CONTEXT OF MASS CUSTOMIZATION	
Paul Christoph Gembariski, Sebastian Orth, Ole Ullrich	A SPREADSHEET-DRIVEN CAD MODEL FOR CONFIGURING CULTIVATORS	
Paul Christoph Gembariski, Bilal Ibrahimi, Nikolas Plett, Maxim Stötzer	COMBINING KNOWLEDGE-BASED CAD AND ALGORITHMIC MODELING FOR DESIGN AUTOMATION	
Paul Blazek, Clarissa Streichsbier	STATUS QUO ANALYSIS OF WEB-BASED CONFIGURATORS WITHIN THE HOUSE & GARDEN INDUSTRY WITH FOCUS ON TINY HOUSE & HOUSE CONFIGURATORS	
Frances Turner, Marie Watts, Nikola Suzic	INDIVIDUAL THINKING STYLE, SALIENCE BIAS, AND THE MASS CUSTOMIZATION CO-DESIGN EXPERIENCE	
15.00 – 15.30	COFFEE BREAK	Teachers Club (University Rectorate)

## 11<sup>th</sup> MCP Conference - 25<sup>th</sup> September, Wednesday, Day2

15.30 – 17.10	PLENARY SESSION IV Session Chair: Paul Gembariski	Ceremonial Hall (University Rectorate)
Qingsong Zhao, Lars Hvam	FRAMEWORK FOR INVESTIGATING POSSIBLE AREAS TO APPLY PRODUCT CONFIGURATION SYSTEMS FOR ENGINEER-TO-ORDER PRODUCTS	
Georgios Konstantinos Kourtis, Lars Hvam, Sara Helene, Markworth Johnsen	CONFIGURING SYSTEM PRODUCTS WITH CTO AND ETO COMPONENTS: FRAMEWORK AND CONCEPTUAL MODELLING	
Sven-Vegard Buer, Lars Skjelstad, Jo Wessel Strandhagen	SEQUENCING THE PRODUCTION OF MASS CUSTOMIZED WALLS	
Chiara Grosso, Chiara Iannaccone, Luca Fraccascia	EXPLORING THE POTENTIAL OF ONLINE SALES CONFIGURATORS AS TOOLS TO ASSIST INDUSTRIAL SYMBIOSIS NETWORK	
Thomas Aichner, Lukas Pixner, Jan Smolarski, Aaron Matscher	TAILORING AI CONVERSATIONS: CUSTOMIZED CHATBOT AGENTS	

17.30 – 19.30	Cocktail at the CAFFE MACCHIATO FAX	Caffe near the Rectorate
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Caffe Macchiato Fax

## 11<sup>th</sup> MCP Conference - 26<sup>th</sup> September, Thursday, Day 3

08.50 – 10.50	<b>PARALLEL SESSION V</b> Session Chair: <b>Enrico Sandrin</b>	<b>I-16 (First floor)</b> <b>(University Rectorate)</b>
Claudia Monzi, Chiara Grosso, Luca Fraccascia, Fabio Nonino	EMPOWERING CONSUMER FOR THE GREEN TRANSITION WHILE SHOPPING FOR CUSTOMIZED PRODUCTS	
Yasuyuki Cho, Kinya Yonezaki	COULD MCP CONTRIBUTE TO THE GARMENT BUSINESS DURING THE TRANSITION FROM LINEAR TO CIRCULAR?	
Željko Tekić, Maria Svirskaya, Anja Tekić, Sergei Titov	DRIVERS, BARRIERS, AND EVOLUTION OF CO-CREATION PRACTICES IN RUSSIAN FIRMS UNDER SANCTIONS	
Rebecca Steiner	HEAD OUT OF THE CLOUD: CO-CREATION AS GROUNDING IN A DIGITAL AGE	
Paul Blazek, Vladimir Blazek	CUSTOMIZED MEDICINE: RE-THINKING HEALTHCARE	
Erika Marie Strøm, Lars Hvam, Anders Haug	TOWARDS A DEFINITION OF ‘LOGISTICS SERVICE INTERFACES’: LITERATURE SYNTHESIS AND A CASE STUDY	
08.50 – 10.50	<b>PARALLEL SESSION VI</b> Session Chair: <b>Joanna Daaboul</b>	<b>Ceremonial Hall</b> <b>(University Rectorate)</b>
Manuel Ott, Niclas Meihöfener, Iryna Mozgova	AN APPROACH TO USE GENERIC DATA SETS FOR NEURAL NETWORKS IN PRODUCT DESIGNS THROUGH GEOMETRIC ABSTRACTION VIA PRIMITIVES	
Petar Kosec, Iris Huić, Franka Gulin, Stanko Škec	TOWARDS SYSTEMATIC APPROACH OF MASS CUSTOMIZATION IN DENTAL PROSTHETICS	
Muluken Abebe Tiruneh, Nikola Suzic, Frances Turner	IDENTIFICATION OF COMMON HEURISTICS AND COGNITIVE BIASES IN PRODUCT DEVELOPMENT: INITIAL FINDINGS FROM THE LITERATURE	
Javier Cabello, Lars Hvam	BETTING ON PRE-ASSEMBLY FOR MITIGATING UNCERTAINTY: LESSONS LEARNED FROM A GLOBAL JEWELRY	
Christian Becker, Paul Christoph Gembariski, Roland Lachmayer	GRAPH-BASED MULTI-AGENT ANALYSIS OF COMPONENT ASSEMBLY	
Julius Olukayode Oluwole, Enrico Sandrin, Cipriano Forza	FACING CUSTOMIZATION IN THE BUILDING INDUSTRY	
10.50 – 11.30	<b>COFFEE BREAK</b>	<b>Teachers Club</b> <b>(University Rectorate)</b>

### 3<sup>rd</sup> Professionals Panel & Idea Sharing Forum - 26<sup>th</sup> September, Thursday, Day 3

10.00 – 11.30	Pro FORUM REGISTRATION	University Rectorate
11.30 – 13.00	<b>Panel #1: Customization Eco-system and Business Models</b> Moderator: Zoran Anišić	Ceremonial hall (University Rectorate)
Paul Blažek	Exploring Interactive Value Creation: Innovating New Business Models Through Customization and Collaboration	
Mirjana Ilić	Tailoring Success: The MojKrojač Experience in Customized Fashion	
Lars Skjelstad	The Power of Collaboration in Today's Business Ecosystems	
13.00 – 14.00	LUNCH	Teachers Club (University Rectorate)
14.00 – 15.00	Company presentations	Ceremonial hall (University Rectorate)
Nadja Hildebrandt	High Performance Center Mass Personalization, Stuttgart, Germany	
Eike Wessel	Wilkhahn, Bad Münden, Germany	
15.00 – 15.30	COFFEE BREAK	Teachers Club (University Rectorate)
15.30 – 17.00	<b>Panel #2: Personalization in the Era of Artificial Intelligence</b> Moderator: Željko Tekić	Ceremonial hall (University Rectorate)
Iryna Kuksa Frsa	Design for Personalisation – The Age of AI	
Thomas Aichner	From Personalized to Programmed: The Dilemma of AI Customization	
Frances Turner	Individualization and the Value of the AI-Imbued Co-Design Toolkit	
17.00 – 17.30	<b>CLOSING SESSION</b> Session Chair: Cipriano Forza, Paul Blažek and Zoran Anišić	Ceremonial hall (University Rectorate)
20.00 – 23.00	Official Conference Dinner	Restaurant "Kod fazana", City center



Restaurant „Kod fazana 1822“

# 3<sup>rd</sup> Professionals Panel & Idea Sharing Forum - 27<sup>th</sup> September, Friday, Day 4

## CREATE & CONNECT The Customization and Personalization Professionals Forum

09.00 – 09.30	Travelling to the town of Sremski Karlovci
09.30 - 10.15	Guided tour in the town center
10.15 - 11.30	<b>I OPEN STAGE - BUILD:</b> „Turning Points: Decisive Moments in Business Success“, with coffee break in the garden next to the 150 years old platanus tree
11.30 - 13.00	<b>II OPEN STAGE - BURN &amp; LEARN:</b> „What can we learn from errors and failures?“, in the Kosović vinery – vine tasting & experience sharing
13.00 - 13.15	Travelling to Fruška Gora national park
13.15 - 15.30	<b>III OPEN STAGE - DREAM:</b> „Creative Impulses: Catalyzing Business Evolution“, with lunch in the terrasse of the ethno restaurant „The Forest Paradise“
15.30 - 16.30	Walking to and visiting ancient monastery Velika Remeta
16.30 - 17.00	Travelling back to Novi Sad



Sremski Karlovci