

Sailing the Future 2026
MCP WEEK
 September 16-19
 Balatonfüred, Hungary



MCP WEEK PROGRAM

7th DSW WORKSHOP – 16th September, Wednesday, Day 1
 Danubius Hotel Marina, Balatonfüred

09.00 – 09.15	7th DSW REGISTRATION	Kelén Room (mezzanine/intermediate floor)
09.30 – 10.30	PLENARY SESSION: OPENING DSW KEYNOTES	Kelén Room (mezzanine/intermediate floor)
Alessio Trentin	What Theory is and What Theory is Not	
Cipriano Forza	Reviewing and Being Reviewed: How to Assess a Paper and How to Write with Reviewers in Mind	
10.30 – 11.00	COFFEE BREAK	Ground floor lobby
11.00 – 12.00	PLENARY SESSION: DSW LECTURES	Kelén Room (mezzanine/intermediate floor)
Enrico Sandrin	Reviewing Literature with Publication in Mind: How to Conduct a Systematic Literature Review and Derive Research and Publication Opportunities from It	
Nikola Suzić	Mind Your Audience: Communicating Your Research Results	
12.00 – 12.30	CLOSING DISCUSSION OF THE MORNING SESSION. QUESTIONS AND ANSWERS	Kelén Room (mezzanine/intermediate floor)
12.30 – 14.00	LUNCH BREAK	
14.00 – 16.00	PLENARY SESSION: RESEARCH PRESENTATIONS AND DISCUSSION	Kelén Room (mezzanine/intermediate floor)
Doaa Abdelaziz	Sustainable Product Configuration for Mass Customization	
Daria Brun	Technical and Organizational Conditions of Mass Customization Implementation in Manufacturing Companies	
Li Zheng	Exploring the Potential of Qualitative System Dynamics Modeling to Support the Understanding of Dynamic Phenomena Associated with New Business Models	
Julius Oluwole	A Configurational Framework for Assessing Strategy-Enabler Congruence in AEC Mass Customisation	
16.00 – 16.15	CLOSING OF THE DSW Cipriano Forza, Enrico Sandrin, Alessio Trentin & Nikola Suzić	Kelén Room (mezzanine/intermediate floor)

12th MCP Conference - 17th September, Thursday, Day2

Danubius Hotel Marina, Balatonfüred

08.30 – 09.00	CONFERENCE REGISTRATION	Kelén Room (mezzanine/intermediate floor)
09.00 – 09.20	CONFERENCE OPENING	Kelén Room (mezzanine/intermediate floor)
09.20 – 10.40	PLENARY SESSION I ARTIFICIAL INTELLIGENCE AND EMERGING DIGITAL TECHNOLOGIES Session Chair: Joanna Daaboul	Kelén Room (mezzanine/intermediate floor)
Session explores how artificial intelligence and emerging digital technologies are reshaping customization, personalization and innovation. The contributions address generative AI for customer-driven product creation, open-source AI and personal fabrication, digital sovereignty for innovative SMEs, and the organizational transformation required to deliver AI-enabled personalization at scale.		
<i>Robert Freund</i>	Open-Source AI for Open User Innovation: Designing a Personal Fabrication Framework	
<i>Robert Freund, Zoran Anišić</i>	Digital Sovereignty and Open-Source AI: The European Way for Innovative SME	
<i>Thomas Aichner, Alex Laimer, Lukas Pixner</i>	From Prompt to Product: Evaluating the Printability of Generative Text-to-3D AI Models for Mass Customization	
<i>Paul Blazek, Thomas Dötzl</i>	Scaling Personalization in Mass Customization Environments: AI-Supported Transformation Challenges for Corporates	
10.40 – 11.00	COFFEE BREAK	Kelén Room (mezzanine/intermediate floor)
11.00 – 12.20	PLENARY SESSION II MASS CUSTOMIZATION CAPABILITIES, PERSONALIZATION AND INNOVATION Session Chair: Thomas Aichner	Kelén Room (mezzanine/intermediate floor)
This session examines the conceptual and organizational foundations of customization and personalization. The contributions discuss the complementary capabilities and enablers underlying mass customization, the design of customizable innovation ecosystems, human-centered workplaces for collaborative innovation, and approaches for assessing the quality of personalization in digital health applications.		
<i>Cipriano Forza, Enrico Sandrin, Alessio Trentin, Chiara Grosso</i>	Mass Customization Capability and Bundled Enablers: How New Empirical Findings Reshape the Discussion with Practitioners	
<i>Paul Blazek, Marton Liszka</i>	Blueprinting Innovation: Designing Customizable Innovation Ecosystems	
<i>Paul Blazek, Burkhard Remmers</i>	Exploring the New Way of Working: Human-Centered Workplaces Enabling Collaborative Innovation	
<i>Zoran Anišić, Svetlana Stojkov</i>	A Conceptual Model and Methodological Protocol for Developing an Instrument to Assess Personalization in Medication Management Apps	
12.20 – 13.40	LUNCH BREAK	Hotel restaurant

13.40 – 14.40	PLENARY SESSION III SUSTAINABLE CUSTOMIZATION AND CIRCULAR DESIGN Session Chair: Enrico Sandrin	Kelén Room (mezzanine/intermediate floor)
Session explores how mass customization and product configuration can contribute to sustainability and circularity. The contributions address structural reuse and asset revalorization, the integration of lifecycle cost and carbon emissions into configuration decisions, and the development of sustainable packaging configurators that guide users toward more environmentally responsible choices.		

<i>Lars Skjelstad, Ottar Bakås</i>	Customization-Enabled Asset Revalorization (CEAR): A Mass Customization Framework for Scaling Structural Reuse
<i>Doaa Abdelaziz, Joanna Daaboul, Julien Le Duigou</i>	Integration of Lifecycle Cost and Carbon Emissions into Product Configuration for Mass Customization
<i>Chiara Grosso, Paolo Rubino, Marco Scatto, Karen Venturini</i>	From Co-Design to Green Co-Design: Exploring Sustainable Guidance in Packaging Configurators (Online presentation)

15.00 – 17.30	BOAT CRUISE ON BALATON LAKE*
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*Departure is in front of the hotel at 15.00, from where the group will walk to the dock in the city center (1.5 km~25 min.). It is necessary to arrive 15 minutes before the departure of the boat, which departs at 16.00.

12th MCP Conference - 18th September, Friday, Day3

Danubius Hotel Marina, Balatonfüred

09.00 – 10.20	PLENARY SESSION IV INDUSTRIAL MASS CUSTOMIZATION AND ENGINEERING SYSTEMS Session Chair: Alessio Trentin	Kelén Room (mezzanine/intermediate floor)
This session addresses the implementation of mass customization in industrial, production and engineering settings. The contributions examine the alignment of customization strategies and enabling technologies in customised assembly, simulation of make-to-order production, reconfigurable manufacturing for responsive supply, and engineering approaches supporting the personalization and reliable selection of industrial products.		
<i>Daria Brun</i>	Simulation Modeling of Mass Customization in a Make-to-Order Manufacturing Process: A Case Study	
<i>Julius Oluwole, Enrico Sandrin, Cipriano Forza</i>	Strategy–Enabler Congruence in Customised Assembly: Empirical Evidence from AEC Mass Customisation	
<i>Li Zheng, Juan Esteban Martínez- Jaramillo, Meike Tilebein, Alexander Miroshnicenko</i>	Reconfigurable Manufacturing for Firefighter Clothing Supply	
<i>Siniša Kuzmanović, Milan Rackov</i>	Personalization of Universal Gear Reducers with Helical Gears from the Standpoint of Permissible Radial and Axial Loads on the Output Shaft	
10.20 – 11.00	COFFEE BREAK	Kelén Room (mezzanine/intermediate floor)

12th MCP Conference - 18th September, Friday, Day3

Danubius Hotel Marina, Balatonfüred

11.00 – 12.20	PLENARY SESSION V DIGITAL CONFIGURATION AND CO-CREATION SYSTEMS Session Chair: Lars Skjelstad	Kelén Room (mezzanine/intermediate floor)
Session focuses on the development and application of contemporary configuration systems. The contributions range from AI-enabled conversational co-creation and new configurator interfaces to CAD-based configuration architectures and interactive 3D environments, as well as the application of mass customization capabilities to configurable blockchain-based investment offerings.		
<i>Paul Blazek</i>	From Configurators to Conversational Co-Creation Systems: AI, Data and the Next Generation of Mass Customization Interfaces	
<i>Paul Christoph Gembarski, Carl Björn Theodor Blume, Leonard Kolossa, Kevin Herrmann</i>	A Python-Based Shell for CAD-Based Configurators (Online presentation)	
<i>Paul Christoph Gembarski, Lennart Budzinski, Felix Hartmann, Marc Tischer, Kevin Herrmann</i>	A Graphics Engine-Based Interaction Layer for CAD Configuration (Online presentation)	
<i>Helena Anišić, Dinu Dragan, Dušan B. Gajić, Veljko B. Petrović, Aleksandar Kiš</i>	Analyzing a Platform for Configurable Token-Based Investment Offerings Through Mass Customization Capabilities	

12.30 – 14.00	LUNCH BREAK	Hotel restaurant
14.30 – 18.30	TRIP TO TIHANY AND SIGHTSEEING*	

*Departure is in front of the hotel at 14.30, from where the group goes by car to the center of the Tihany ethno village (6 km). Along with a walk through the picturesque streets of Tihany, we will have the opportunity to visit the lavender museum, the cathedral, as well as the Tihany abbey (a museum under the cathedral). Return to the hotel is planned at 18.30.

20.00 – 22.00	CONFERENCE DINNER	Tihany room
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4th Professionals Forum & MEA KULMA - Innovation Festival - 19th September, Saturday, Day 4

Danubius Hotel Marina, Balatonfüred

CREATE & CONNECT The Customization and Personalization Professionals Forum	
09.00 – 10.30	Open stage presentations
10.30 – 11.00	COFFEE BREAK
11.00 - 12.30	Panel discussions and exchanging ideas