



September 23-25, 2020, Novi Sad, Serbia

On behalf of the organizing committee we are pleased to announce the 9th International Conference on Mass Customization and Personalization – Community of Europe (MCP - CE 2020) as a continuation of our mission started in 2004.

Organized now for the ninth time, the biannual MCP-CE conference will have the following overall title: "RE-INNOVATING BUSINESS IN DIGITAL ERA" 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 2020 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!

- **9th International Conference on Mass Customization and Personalization – Community of Europe (MCP - CE 2020)**
- **4th Doctoral Student Workshop (DSW-2020)**

Important Dates

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|---|--|---|
| 1 Abstract submission deadline:
31 March 2020 | 4 Notification of paper acceptance:
30 June 2020 | 7 Registration and payment
deadline:
11 September 2020 |
| 2 Notification to Authors:
15 April 2020 | 5 Final paper submission deadline:
31 July 2020 | |
| 3 Paper submission deadline:
31 May 2020 | 6 Final notification:
15 August 2020 | |

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 (IJEM)**, 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 2020 Conference** will have the opportunity to be published in IJEM 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**, where you can also find timeline with all of our activities.

Join us in Novi Sad in 2020, share your ideas and become a part of our growing community.

Global trends

- Trends in mass customization and personalization
- Industry 4.0 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

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University of Novi Sad
Faculty of Technical Sciences
Department of Industrial Engineering and Management
Center for Product Development and Management



The City of **NOVI SAD**

The City of Novi Sad is located on the **Danube**, at the intersection of important roads, near the mountain of **Fruška Gora** where you can find several culturally and historically significant monasteries. In addition, Novi Sad is famous for the 17th-century **Petrovaradin Fortress**, its captivating old city center, numerous museums, the prestigious **Novi Sad Fair**, as well as many world famous festivals and events. 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 "**Shtrand**" beach («Štrand») stretches out on an area of 24 acres.

THE PETROVARADIN FORTRESS was built in the 17th and 18th 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 offers 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 and even a hotel. 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.

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