

International Conference on Mass Customization and Personalization

Theory and Practice in Central Europe

Conference Abstracts

Edited by

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**University of Information Technology and Management (UITM)
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FOREWORD

These proceedings contain the papers of the International Conference on Mass Customization and Personalization, which was organized by the University of Information Technology and Management in Rzeszów, East West Consult and WSB-NLU in Nowy Sącz, in Rzeszów, Poland, 20-21 April 2004.

The Conference aims at introducing mass customization strategy to entrepreneurs and academics from Central Europe region as well as establishing a cooperation link between the local and West European institutions.

The Conference had over 30 submissions, each of them was reviewed by at least two members of the Conference Committee. Among participants and presenters were the representatives of universities and companies from among others: Germany, USA, Canada, United Kingdom, Serbia and Montenegro, Finland, Ukraine, Italy, Spain, Austria, Lithuania and Poland.

As we know, the conference requires the effort of many individuals. We would like to thank all members of the Scientific and Organizing Committees. We would also like to thank all the authors who have submitted the papers and presentation that appear in this publication.

We also acknowledge very much the contribution of our sponsors and media partners. Without the support, this conference could not have taken place in its recent form. We gratefully acknowledge the help by Polska Telefonii Cyfrowa - Era, Tymbark, Wirtualna Polska, Gospodarka Materiałowa i Logistyka, Czasopismo Logistyka, e-Fakty, Codzienny Internetowy Serwis Logistyczny, logistica.pl, e-service, Resgraph Rzeszów and cukiernia Czesława Nycz.

Last but not least, we hope that everybody has a good time in Rzeszów and the conference is a valuable event and a good start point for establishing cooperation in the mass customization field.

Rzeszów, April 2004

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