

Mass Customization in Central Europe

Theory and Practice

Edited by

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FOREWORD

This publication contains the papers submitted by the participants of the 2nd International Conference on Mass Customization and Personalization (MCP-CE2006) which was organized by the University of Information Technology and Management in Rzeszów, Poland, 24 - 26 May 2006.

The MCP-CE2006 was the 2nd event of its kind to approach the field of mass customization and personalization (MCP) in Central European Countries from an interdisciplinary perspective bridging scholar research and business practice. Following the example of the MCP-CE2004 which was held with large success with participants from 12 countries, the MCP-CE2006 took again a broad and interdisciplinary perspective to address the relevant topics in MCP. Its special objective was to engage participants in the dialogue how to bridge Mass Customization and Mass Production in Central European Countries.

The extended formula of the MCP-CE2006 included a strong approach toward business practice. One of the key goals of the MCP-CE2006 was to discuss the development issues from the perspective of SMEs sector, which embraces over 90% of all companies in Central Europe. This issue will be addressed by keynote lecturers, who discussed innovative approaches towards implementation.

The Conference had over 20 submissions, each of them was reviewed by chosen specialists in the field. Among participants and presenters were the representatives of universities and companies from: Germany, USA, Canada, Serbia and Montenegro, United Kingdom, Greece, Iran, Romania, Ukraine 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 presentations that appear in this publication. We also acknowledge very much the contribution of our partners. Without the support, this conference could not have taken place in its recent form. We gratefully acknowledge the help by Pearson Education, Prentice Hall, Financial Times, Euro Info Centre, Business Centre Club, 4system, e-service, Gospodarka Materiałowa i Logistyka, Czasopismo Logistyka, serwis www.logistyka.net.pl, e-Fakty, Qnow-How, Ekonomika and Organizacja Przedsiębiorstwa, Gazeta Wyborcza, Dłaczego.

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

Rzeszów, May 2006

Robert Freund
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