



PROCEEDINGS

of the 3rd International Conference on Mass Customization and Personalization in Central Europe (MCP - CE 2008)

Mass Customization and Open Innovation in Central Europe

June 3-6, 2008
Palić – Novi Sad, Serbia

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Zoran Anišić
Robert Freund

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Zoran Anišić, University of Novi Sad, Serbia
Robert Freud, UITM, Poland

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PREFACE

The third MCP – CE Conference is organized with the intention of acknowledging the idea of introducing mass customization is both right and justifiable. The economies of the Central and South–East European countries currently move through very different developmental stages, ranging from the highly industrialized economies of the EU full member states to those transitional and economically unstable systems.

Bearing in mind such a complex state of affairs, the introduction of the Mass Customization and Personalization concept has a very special value and represents a unique challenge. Open innovation focuses on cooperation between manufacturers and customers and extends to a conventional model of closed innovation taking place just within the manufacturer’s circle. These new strategies are beginning to emerge in many enterprises as profitable business models. The Conference provides an interactive platform to learn more both about Mass Customization and Open Innovation strategies as well as to discuss the latest technologies and Product Configurators and Toolkits User for Innovation. In short, the main Conference goal is to better illuminate the Mass Customization and Open Innovation concept to the Central European companies and experts.

It is therefore a huge pleasure to announce the Conference participants are equally represented by the academics, regional entrepreneurs and guests coming from the developed countries. As a result of their rich practical, first–hand experience, it is most likely the last ones are to put forward numerous ideas and make useful suggestions how to speed up the regional development.

In spite of an extensive use of modern telecommunication systems, global networking, as well as the latest technology transfers both to the Central and South–East European countries, there are still many obstacles to overcome in order to reach the desired goal. We sincerely hope this publication will answer at least some questions concerning the matter.

Palić – Novi Sad, June 2008

Zoran Anišić, PhD
Organizing Committee Chairman

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