

# PROCEEDINGS

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Department of Industrial Engineering and Management

MY PRODUCT – Center for Product Development and Management

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# PREFACE



Organized for the fourth time, the biannual MCP-CE Conference is the leading event in the field of Mass Customization and Open Innovation in Central European Region. After meetings in Rzeszow/Poland (2004/2006) and Palic/Serbia in 2008 the organizers are taking the conference to Novi Sad/Serbia. MCP-CE 2010 provides an interactive platform for learning more about Mass Customization and Open Innovation strategies and the possibility to discuss the latest technologies and enablers like Product Configurators and Toolkits for User Innovation. The main goal of the conference is to bring the Mass Customization and Open Innovation concept closer to companies and scientists in Central Europe.

The global economic situation, as well as the economic condition of the surrounding countries is anything but enviable, however, this conference does not have the aim of solving complex economic problems. The aim of this event is to gather entrepreneurs, researchers, and policy makers from the region and provide a venue for exchange of experience and knowledge in order to be able to adjust to the current situation and overcome problems common in this field. Organizers hope this will lead to constructive, competent conclusions and direction in the main theme of this conference:

## *Financial Crisis – Challenge and Opportunity*

Bearing this aim in mind, the conference promotes the participation of experts and practitioners from outside academic circles who are willing to share their experiences, especially from developed Northern America's and West European economies. This year, we have participants from 14 countries and the proceedings contain 30 titles, which is a considerable success in terms of popularizing the main goals of the conference, aiming to:

- promote the mass customization, personalization, customer integration and open innovation strategies to co-create value between customer and companies,
- facilitate national centres, regional partnerships and innovation networks,
- foster knowledge transfer and collaboration between the academic and industrial sectors in Central and South-East European region,
- publish results of projects in eminent academic and professional journals, books, handbooks, proceedings and reports.

In spite of an extensive use of modern telecommunication systems, global networking, as well as the latest technology transfers, there are still many obstacles to overcome in order to reach desired goal. We sincerely hope this publication will answer some of the questions concerning this field.

Novi Sad, September 2010

Dr Zoran ANIŠIĆ  
Chairperson of MCP-CE 2010

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