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MY PRODUCT – Center for Product Development and Management

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PREFACE

It is our pleasure to welcome you at the 5th MCP-CE 2012 conference organized for the third time by the Faculty of Technical Sciences in Novi Sad. Organizing such a high-ranking biannual event is not only an honour but also a challenge, since this conference is the leading event in the field of Mass Customization and Open Innovation in the Central European Region.

The aim of the MCP-CE 2012 is to bring together top managers, entrepreneurs, researchers, and policy makers from the region and provide a venue for the exchange of experience and knowledge in order to be able to adjust to the current situation and overcome obstacles common in this field. The conference also promotes the participation of experts and practitioners from outside the academic circles who are willing to share their experiences, especially from developed North American and Western European economies. This year, we have participants from 15 countries and the proceedings contains 43 titles, which is a considerable success in terms of popularizing the main goals:

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

It has been decided that, in the vein of following the current world trends, the overall topic of this year's conference will be:

Customer Co-Creation in Central Europe

This approach has triggered wide-spread implementation in the past few years in companies all over the world with the distinct aim to obtain creative ideas that will make the product surpass its competition.

There is a range of examples and outstanding results due to involving customers in the design process in the region of Central Europe, and it is on an increasing scale. The constantly growing number of social network users provide an opportunity for the broad public to express their creativity in one of these platforms, which on the other hand, opens up a plethora of potential for creating business strategies of companies and the economy in general. This is precisely the reason why the organizers will focus on co-creation, apart from grass-root issues including trends, problems, and applications in mass customization and open innovation. This will hopefully lead to an open academic discussion in which participants will have an opportunity to exchange their experiences as well as lay out and evaluate their results with possibilities of implementing the innovations in the society around us.

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 the desired goal.

We sincerely hope this publication will answer some of the questions concerning this field.

Novi Sad, September 2012

Dr Zoran ANIŠIĆ
Chairperson of MCP-CE 2012

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Department of Industrial Engineering and Management

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