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Department of Industrial Engineering and Management**

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PREFACE

We have before us the Proceedings of the 8th International conference in Mass Customization and Personalization MCP-CE 2018 which in terms of quality and quantity of papers substantially exceeded all previous years. This time, we have accepted 47 interesting contributions for publication, prepared by authors from 14 countries.

Analyzing the contributions, it can be concluded that they cover all proposed areas of conference topics. The papers cover the issues of global MC trends, sustainability and impact on the society as a whole. Then there are several discussions about using big data for service personalization, or personalized avatars in the near future. Product design is always a very present theme with interesting discussions regarding the creation of the optimal number of product variants, preferably co-created with customers, as well as modularity of products and managing their complexity. This year we have a significant number of papers in the field of marketing that are primarily engaged in the analysis of user experience and satisfaction, personalization in marketing, social networks and upcoming virtual stores. Since there is no successful mass customization without a good configurator, the authors gave their suggestions for improving visualization, choice navigation and attractiveness of these very important tools. Last but not least, it is always important to give an overview of successful and unsuccessful cases in practice with regard to the reasons that led to success or failure, complementing the conclusions that should be directed towards new business models and strategies.

The era of digital transformation that carries with it business models innovation driven by digitalization, different impacts of digital technologies and business models of the working environment, which in the end leads to necessity of connecting humans, machines products, etc. in real time, well known under the name of Industry 4.0, makes today mass customization and personalization not only possible, but one of their essential segments. All this means that in the coming years, the demand and the ability to realize customized products and services becomes more and more feasible, and therefore justifies the significance of the conference by itself.

On this occasion, we would like to thank all institutions and companies which supported us and helped to prepare and organize the conference. This support is extremely important to us, because we are thus receiving positive confirmation about the quality of our work with the desire to give significant contributions to companies and to society in general. We sincerely hope that this publication will be a step in that direction.

Novi Sad, September 2018

Dr Zoran ANIŠIĆ
Chairperson of MCP-CE 2018

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TABLE OF CONTENT

Thomas Aichner MASS CUSTOMIZATION: DO CREATIVE PRODUCT CONFIGURATIONS IN ADS DRIVE BEHAVIOURAL INTENTION AND PERCEIVED PRODUCT QUALITY?	1
Ottar Bakås, Børge Sjøbakk, Lars Skjelstad, Maria Thomassen INTEGRATING SUSTAINABILITY KNOWLEDGE IN CHOICE NAVIGATION	8
Paul Blazek, Martina Partl, Lars Skjelstad DEVELOPING A DECISION FRAMEWORK FOR INTERACTIVE VALUE CREATION	16
Paul Blazek, Martina Partl, Lars Skjelstad LEARNINGS FROM MONITORING WEB-BASED PRODUCT CONFIGURATOR APPROACHES IN THE WORLD OF CUSTOMIZABLE PRODUCTS	21
Vladimir Blazek, Boudewijn Venema, Steffen Leonhardt, Paul Blazek NONOBTRUSIVE MONITORING OF CARDIO-VASCULAR FUNCTIONS WITH A NOVEL CUSTOMIZED IN-EAR-SENSOR STRATEGY	27
Dunja Bošković, Jelena Stanković, Danijela Lalić TAM – PROPOSED APPLICABILITY TO SOCIAL MEDIA	32
Ann-Kathrin Briem, Thomas Betten, Michael Held, Daniel Wehner, Michael Baumann ACHIEVING SUSTAINABILITY IN THE CONTEXT OF MASS PERSONALISATION	37
Maria Mikela Chatzimichailidou, Jennifer Whyte DEALING WITH COMPLEXITY IN MODULAR CONSTRUCTION	47
Christos G. Chatzopoulos, Marcel Weber CHALLENGES OF TOTAL CUSTOMER EXPERIENCE (TCX) MEASUREMENT: ARE TOUCHPOINTS ENOUGH?	53
Milan Čeliković, Bojan Batalo, Dusan Radisavljević, Dinu Dragan, Zoran Anišić 3D AVATAR PLATFORM — A UNIQUE CONFIGURATOR FOR 3D FIGURINE CUSTOMIZATION	61
Simona Domazetovska, Valentina Gecevska MODULE BASED DIGITAL STRUCTURE OF ENERGY MANAGEMENT INFORMATION SYSTEM	66
Dinu Dragan, Dušan B. Gajić, Veljko B. Petrović, Milica Lazor, Zoran Anišić STATE OF THE ART IN VIRTUAL REALITY SHOPS	74
Zoran Drašković, Đorđe Čelić, Ilija Ćosić, Zorica Uzelac, Viktorija Petrov UNDERSTANDING PERCEPTION OF WEBSITE CHARACTERISTICS: EMPIRICAL STUDY FROM SERBIA	81
Alexander Felfernig, Thomas Gruber, Günter Brandner, Paul Blazek, Martin Stettinger CUSTOMIZING EVENTS WITH EVENTHELPR	88

Miroslav Ferencak, Dušan Dobromirov, Mladen Radišić GENDER INFLUENCE ON INVESTORS BEHAVIOR-IS INVESTORS GENDER IMPORTANT?	92
Isabela Fernandes Paes, Rachel Campos Sabioni, Joanna Daaboul, Julien Le Duigou PRODUCT AND PROCESS MODULAR DESIGN: A REVIEW	97
Dario Gechevski, Klimentina Poposka, Biljana Angelova, Valentina Gecevska AGILE SOFTWARE DEVELOPMENT PRODUCTS FOR FINTECH - FINANCIAL TECHNOLOGIES	107
Paul Christoph Gembarski, Roland Lachmayer COMPLEXITY MANAGEMENT OF SOLUTION SPACES IN MASS CUSTOMIZATION	114
Paul Christoph Gembarski, Roland Lachmayer THE PARAMETER SPACE MATRIX AS PLANNING TOOL FOR GEOMETRY-BASED SOLUTION SPACES	123
Paul Christoph Gembarski, Daniel Schreiber, Thorsten Schoormann, Ralf Knackstedt, Roland Lachmayer “ARE WE TALKING ABOUT THE SAME THING?” ANALYZING EFFECTS OF MASS CUSTOMIZATION AND PRODUCT-SERVICE SYSTEMS ON SUSTAINABILITY	132
Danijela Gračanin, Danijela Ćirić, Branislav Stevanov, Jelena Stanković, Jelena Ćurčić MASS CUSTOMIZATION AND CO-CREATION ON SOCIAL NETWORKS	142
Leontin K. Grafmüller, Hannah Rein HOW TO CAPTURE UNCOMPLEX CUSTOMER SPECIFICATIONS FOR COMPLEX PRODUCT CO-CREATION: DESIGNING A TOOLKIT FOR THE B2B CONTEXT	148
Leontin Grafmüller, Stephan Hankammer, Sarah Hönigsberg, Hendrik Wache DEVELOPING COMPLEX, MASS-CUSTOMIZED PRODUCTS IN SME NETWORKS: A PROBLEM IDENTIFICATION FROM THREE PERSPECTIVES	160
Chiara Grosso, Cipriano Forza USERS’ PREFERENCES FOR SOCIAL INTERACTION WHILE SHOPPING VIA ONLINE CONFIGURATORS	170
Albert Haag, Laura Haag EMPOWERING THE USE OF VARIANT TABLES IN MASS CUSTOMIZATION	180
Michael Held, Daniel Wehner, Robert Hämmerl, Manfred Dangelmaier, Ann-Kathrin Briem, Colin Reiff, Frederik Wulle PERSONALIZATION IN THE AUTOMOTIVE AND BUILDING SECTOR – RESEARCH PROGRAM OF THE HIGH-PERFORMANCE CENTER »MASS PERSONALIZATION« IN STUTTGART	190
Tijana Kovijanic, Slavka Nikolic INCUBATOR'S PERSONALIZED SUPPORT FOR RISING START-UPS	200

Danijela Lalić, Nataša Krstić, Sara Havzi THE BUSINESS IMPLICATIONS OF CHATBOTS	206
Dusko Lukac, Maria Mikela Chatzimichailidou, Ivica Veža, Nikola Gjeldum BIG DATA, CONNECTIONISM AND SERVICE PERSONALIZATION	211
Marko Milosavljević, Jovana Miletić, Dragica Koldzin, Zoran Anišić THE APPLICATION OF PERSONALIZED AVATARS IN THE TREATMENT OF PHOBIAS USING VIRTUAL REALITY	215
Jeppe Bredahl Rasmussen, Anna Myrodia, Lars Hvam, Niels Henrik Mortensen A STUDY OF COST IMPLICATIONS FROM NOT MAINTAINING A PRODUCT CONFIGURATION SYSTEM	221
Colin Reiff, Frederik Wulle, Oliver Riedel, Stefan Epple, Volkher Onuseit ON INLINE PROCESS CONTROL FOR SELECTIVE LASER SINTERING	230
Daniel Schreiber, Paul Christoph Gembarski, Roland Lachmayer DEVELOPING A CONSTRAINT-BASED SOLUTION SPACE FOR PRODUCT-SERVICE SYSTEMS	240
Sara Shafiee, Cipriano Forza, Anders Haug, Lars Hvam MERGING COMMERCIAL AND TECHNICAL CONFIGURATORS	250
Sara Shafiee, Poorang Piroozfar, Lars Hvam PRODUCT MODULARIZATION: CASE STUDIES FROM CONSTRUCTION INDUSTRIES	256
Børge Sjøbakk, Ottar Bakås, Lars Skjelstad, Maria Thomassen INTEGRATING BUSINESS PROCESS SOFTWARE IN MASS CUSTOMIZATION	261
Lars Skjelstad, Maria Thomassen, Børge Sjøbakk, Ottar Bakås, Paul Blazek, Martina Partl MANUFACTURING CONSIDERATIONS IN SOLUTION SPACE DECISIONS	267
Jelena Stanković, Darija Medvecki, Slavko Rakić, Jelena Ćurčić, Danijela Gračanin HOW TO CREATE ATTRACTIVE CUSTOMER EXPERIENCE: IMPLEMENTATION OF KANO'S THEORY IN HIGHER EDUCATION	275
Martin Stettinger, Alexander Felfernig, Paul Blazek CHOICLAWEB: SUPPORTING INDIVIDUAL CHOICE THROUGH GROUP DECISION TECHNOLOGIES	281
Nikola Suzić, Enrico Sandrin, Svetlana Suzić, Cipriano Forza, Alessio Trentin, Zoran Anišić A REVIEW OF MASS CUSTOMIZATION IMPLEMENTATION GUIDELINES TO SUPPORT RESEARCHERS	285
Maria Thomassen, Børge Sjøbakk, Ottar Bakås, Lars Skjelstad VISUAL PERFORMANCE MANAGEMENT FOR MC	297

Frances Turner, Ian Welch CAN A MIXED REALITY TOOLKIT ENHANCE CONSUMER VALUE OF THE MASS CUSTOMIZATION EXPERIENCE?	302
Frances Turner, Marie Watts WHAT DOES THE FUTURE HOLD FOR ADVANCES IN CONSUMER INDIVIDUALIZATION?	310
Aleksandar Vekić, Jelena Borocki, Angela Fajsi, Slobodan Morača ADAPTING BUSINESS MODELS AND STRATEGIES FOR NEXT WAVE OF MASS CUSTOMIZATION	316
Coline Vernay, Jean-François Lemoine UNDERSTANDING THE MEANING OF CO-CREATION FOR ENTREPRENEURS	322
Marcel Weber, Christos G. Chatzopoulos THE DANGERS OF FOCUSING ON DIGITAL CUSTOMER EXPERIENCE	327
Huiwen Zhao, Leigh McLoughlin, Valery Adzhiev, Alexander Pasko “WHY DO WE BUY MASS CUSTOMISED PRODUCTS?” - CONSUMER’S PERSPECTIVE OF SUCCESS FACTORS FOR ONLINE MASS CUSTOMISATION	335
INDEX OF AUTHORS	343