

September 19-21, Novi Sad, Serbia

2 JOINT EVENTS Programme

www.mcp-ce.org

8th International Conference on
Mass Customization and Personalization
Community of Europe (MCP-CE 2018)

3rd Doctoral
Student Workshop

18/09 Tuesday	19/09 Wednesday	20/09 Thursday	21/09 Friday
DSW	Opening Ceremony	Plenary Session IV	Trip to Belgrade
	Plenary Session I	Session V-A Session V-B	
	Plenary Session II	Session VI-A Session VI-B	
	Stand Up Presentations I	Stand Up Presentations II	
	Plenary Session III	Panel Discussion	

University of Novi Sad, Serbia
September 18-21, 2018

DSW WORKSHOP - 18th September, Tuesday, Day 1

9.00 – 9.30	3 rd DSW REGISTRATION	eLLab S03 (ITC building)
9.30 – 9.45	OPENING CEREMONY, WELCOME ADDRESS Zoran Anišić & Cipriano Forza	eLLab S03 (ITC building)
9.45 – 10.45	PLENARY SESSION: Opening DSW Keynote Cipriano Forza	eLLab S03 (ITC building)
	How to perform a paper review and how to write thinking to reviewers	
10.45 – 11.00	COFFEE BREAK	Canteen – Ground floor (ITC building)
11.00 – 13.00	PLENARY SESSION: RESEARCH PRESENTATIONS, MATCH MAKING & DISCUSSION	eLLab S03 (ITC building)
Coline Vernay	Co-creation influence on consumer	
Robert Hämmerl		
Leontin Karl Graßmüller	Co-creation of high-tech products in the B2B domain	
Svetlana Suzić	The impact of online sales configurators on mass-customization capability: lets we look to its main crucial synergies	
Rachel Campus Sabioni	Integrated product and process modular design to optimize mass customization	
13.00 – 14.00	LUNCH	Canteen – Ground floor (ITC building)
14.00 – 14.30	PLENARY SESSION: DSW LECTURES	eLLab S03 (ITC building)
Enrico Sandrin	How to perform a literature review: General indication and example of systematic literature review with deductive coding	
Nikola Suzić	How to communicate results of a literature review: An example of systematic literature review with inductive coding	
14.30 – 15.30	CLOSING OF THE DSW DAY 1 Reflection on lessons learned Providing instructions for the DSW activities for 2 nd and 3 rd DSW day Closing of the DSW Day 1	eLLab S03 (ITC building)

DSW WORKSHOP – 19th September, Wednesday, Day 2

Please follow the MCP-CE conference program +

16.50 – 17.10	DISCUSSION OF PAPER PRESENTATIONS OF DSW PARTICIPANTS AND DSW DAY 2 WRAP-UP	Ceremonial hall (University Rectorate)
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DSW WORKSHOP – 20th September, Thursday, Day 3

Please follow the MCP-CE conference program +

17.00 – 17.30	DISCUSSION OF PAPER PRESENTATIONS OF DSW PARTICIPANTS AND DSW DAY 3 WRAP-UP	Ceremonial hall (University Rectorate)
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TRIP TO BELGRADE – 21st September, Friday, Day 4

Please follow the MCP-CE conference program +

CLOSING OF 3rd DSW

MCP-CE CONFERENCE - 19th September, Wednesday, Day 2

08.30 – 09.30	CONFERENCE REGISTRATION	University Rectorate
9.30 – 10.00	OPENING CEREMONY, WELCOME ADDRESS	Ceremonial hall (University Rectorate)
Representative	Ministry of Education, Science and Technological Development of the Republic of Serbia	
Halasi Szabolcs	Provincial Secretariat for Higher Education and Scientific Research	
Bojan Lalić	Department of Industrial Engineering and Management, Director	
Cipriano Forza	Chairman of the Scientific Committee MCP-CE	
Paul Blazek	Chairman of the Business Committee MCP-CE	
Zoran Anišić	Chairman of the Organizing Committee MCP-CE	
10.00 – 10.45	PLENARY SESSION I: Opening Keynote	Ceremonial hall (University Rectorate)
Lars Skjelstad	Steps on the Way to Be a Mass Customizer, Experiences from Norwegian Mass Customizers	
10.45 – 11.20	COFFEE BREAK	Teachers Club (University Rectorate)
11.20 – 13.00	PLENARY SESSION II Session Chair: Maria Mikela Chatzimichailidou	Ceremonial hall (University Rectorate)
Frances Turner, Marie Watts	What Does the Future Hold for Advances in Consumer Individualization?	
Paul Blazek, Martina Partl, Lars Skjelstad	Learnings from Monitoring Web-Based Product Configurator Approaches in the World of Customizable Products	
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	
Danijela Lalić, Nataša Krstić, Sara Havzi	The Business Implications of Chatbots	
Dinu Dragan, Dušan B. Gajić, Veljko B. Petrović, Milica Lazor, Zoran Anišić	State of the Art in Virtual Reality Shops	
13.00 – 14.10	LUNCH	Teachers Club (University Rectorate)
14.10 – 15.30	STAND UP PRESENTATIONS I Session chair: Nikola Suzic	University Rectorate
Paul Christoph Gembarški, Roland Lachmayer	Complexity Management of Solution Spaces in Mass Customization	
Paul Blazek, Martina Partl, Lars Skjelstad	Developing a Decision Framework for Interactive Value Creation	
Coline Vernay, Jean-François Lemoine	Understanding the Meaning of Co-Creation for Entrepreneurs	
Sara Shafiee, Poorang Piroozfar, Lars Hvam	Product Modularization: Case Studies from Construction Industries	

Leontin Grafmüller, Stephan Hankammer, Sarah Hönigsberg, Hendrik Wache	Developing Complex, Mass-Customized Products in SME Networks: A Problem Identification From Three Perspectives
Chiara Grosso, Cipriano Forza	Users' Preferences for Social Interaction While Shopping via Online Configurators
Miroslav Ferenčak, Dušan Dobromirov, Mladen Radišić	Gender Influence on Investors Behavior – is Investors Gender Important?
Jelena Stanković, Darija Medvecki, Slavko Rakić, Jelena Ćurčić, Danijela Gračanin	How to Create Attractive Customer Experience: Implementation of Kano's Theory in Higher Education
Ottar Bakås, Børge Sjøbakk, Lars Skjelstad, Maria Thomassen	Integrating Sustainability Knowledge in Choice Navigation
Zoran Drašković, Đorđe Ćelić, Ilija Ćosić, Zorica Uzelac, Viktorija Petrov	Understanding Perception of Website Characteristics: Empirical Study from Serbia

15.30 – 16.50	PLENARY SESSION III Session Chair: Sara Shafiee	Ceremonial hall (University Rectorate)
Nikola Suzić, Enrico Sandrin, Svetlana Suzić, Cipriano Forza, Alessio Trentin, Zoran Anišić	A Review of Mass Customization Implementation Guidelines to Support Researchers	
Paul Christoph Gembarški, Roland Lachmayer	The Parameter Space Matrix as Planning Tool for Geometry-Based Solution Spaces	
Christos G. Chatzopoulos, Marcel Weber	Challenges of Total Customer Experience (TCX) Measurement: Are Touchpoints Enough?	
Børge Sjøbakk, Ottar Bakås, Lars Skjelstad, Maria Thomassen	Integrating Business Process Software in Mass Customization	

17.30 – 19.30	Cocktail at the CAFFE MACCHIATO FAX	Caffe near the Rectorate
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Caffe Macchiato Fax

MCP-CE CONFERENCE - 20th September, Thursday, Day 3

09.00 – 10.20	PLENARY SESSION IV Session Chair: Christos G. Chatzopoulos	Ceremonial hall (University Rectorate)
Jeppe Bredahl Rasmussen, Anna Myrodia, Lars Hvam, Niels Henrik Mortensen	A Study of Cost Implications from Not Maintaining a Product Configuration System	
Thomas Aichner	Mass Customization: Do Creative Product Configurations in Ads Drive Behavioural Intention and Perceived Product Quality?	
Leontin K. Grafmüller, Hannah Rein	How to Capture Uncomplex Customer Specifications for Complex Product Co-creation: Designing a Toolkit for the B2B Context	
Dusko Lukac, Maria Mikela Chatzimichailidou, Ivica Veža, Nikola Gjeldum	Big Data, Connectionism and Service Personalization	
10.20 – 10.50	COFFEE BREAK	
10.50 – 12.10	SESSION V-A Session Chair: Dusko Lukac	Ceremonial hall (University Rectorate)
Sara Shafiee, Cipriano Forza, Anders Haug, Lars Hvam	Merging Commercial and Technical Configurators	
Albert Haag, Laura Haag	Empowering the Use of Variant Tables in Mass Customization	
Marcel Weber, Christos G. Chatzopoulos	The Dangers of Focusing on Digital Customer Experience	
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	
10.50 – 12.10	SESSION V-B Session Chair: Paul Christoph Gembarski	II-13 (Second floor) (University Rectorate)
Vladimir Blazek, Boudewijn Venema, Steffen Leonhardt, Paul Blazek	Nonobtrusive Monitoring of Cardio-Vascular Functions with a Novel Customized In-Ear-Sensor Strategy	
Marko Milosavljević, Jovana Miletić, Dragica Koldzin, Zoran Anišić	The Application of Personalized Avatars in the Treatment of Phobias Using Virtual Reality	
Frances Turner, Ian Welch	Can a Mixed Reality Toolkit Enhance Consumer Value of the Mass Customization Experience?	
Aleksandar Vekić, Jelena Borocki, Angela Fajsi, Slobodan Morača	Adapting Business Models and Strategies for Next Wave of Mass Customization	

12.20 – 13.20	SESSION VI-A Session Chair: Børge Sjøbakk	Ceremonial hall (University Rectorate)
Alexander Felfernig, Thomas Gruber, Günter Brandner, Paul Blazek, Martin Stettinger	Customizing Events with EVENTHELPR	
Daniel Schreiber, Paul Christoph Gembarski, Roland Lachmayer	Developing a Constraint-Based Solution Space for Product-Service Systems	
Lars Skjelstad, Maria Thomassen, Børge Sjøbakk, Ottar Bakås, Paul Blazek, Martina Partl	Manufacturing Considerations in Solution Space Decisions	
12.20 – 13.20	SESSION VI-B Session Chair: Leontin K. Grafmüller	II-13 (Second floor) (University Rectorate)
Maria Mikela Chatzimichailidou, Jennifer Whyte	Dealing with Complexity in Modular Construction	
Isabela Fernandes Paes, Rachel Campos Sabioni, Joanna Daaboul, Julien Le Duigou	Product and Process Modular Design: A Review	
Dario Gechevski, Klimentina Poposka, Biljana Angelova, Valentina Gecevaska	Agile Software Development Products for FINTECH - Financial Technologies	
13.20 – 14.30	LUNCH	Teachers Club (University Rectorate)
14.30 – 15.45	STAND UP PRESENTATIONS II Session chair: Enrico Sandrin	University Rectorate
Ann-Kathrin Briem, Thomas Betten, Michael Held, Daniel Wehner, Michael Baumann	Achieving Sustainability in the Context of Mass Personalisation	
Colin Reiff, Frederik Wulle, Oliver Riedel, Stefan Eppe, Volkher Onuseit	On Inline Process Control for Selective Laser Sintering	
Maria Thomassen, Børge Sjøbakk, Ottar Bakås, Lars Skjelstad	Visual Performance Management for MC	
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	
Milan Čeliković, Bojan Batalo, Dusan Radisavljević, Dinu Dragan, Zoran Anišić	3D Avatar Platform — A Unique Configurator for 3D Figurine Customization	
Tijana Kovijanic, Slavka Nikolic	Incubator's Personalized Support for Rising Start-ups	

Martin Stettinger, Alexander Felfernig, Paul Blazek	CHOICLAWEB: Supporting Individual Choice through Group Decision Technologies
Danijela Gračanin, Danijela Čirić, Branislav Stevanov, Jelena Stanković, Jelena Ćurčić	Mass Customization and Co-Creation on Social Networks
Dunja Bošković, Jelena Stanković, Danijela Lalić	TAM – Proposed Applicability to Social Media
Simona Domazetovska, Valentina Gecevska	Module Based Digital Structure of Energy Management Information System

15.45 – 17.00	PANEL DISCUSSION: DIGITAL CUSTOMER EXPERIENCE	Ceremonial hall (University Rectorate)
Moderator:	Paul Blažek , Founder & CEO of cyLEDGE Media, Austria	
Panelists:	Vladimir Puhalec , CEO of DOOB GROUP AG, Germany <i>Business model changing customization</i>	
	Lars Skjelstad , Senior Researcher at SINTEF Technology, Norway <i>Regional cross-industry customization</i>	
	Klaus Pils , Founder & CEO of Combeeneration GmbH, Austria <i>Customization technologies</i>	
	Herwig Schreiner , R&D Manager at Siemens AG, Austria <i>Complex industry customization</i>	
20.00 – 24.00	Official Conference Dinner – Restaurant AQUA DORIA	Under Petrovaradin Fortress on the Danube River



Restaurant „Aqua Doria“ Petrovaradin



MCP-CE CONFERENCE - 21st September, Friday, Day 4

PANORAMIC SIGHTSEEING OF BELGRADE BY BUS

09:00 – 10:30	Bus drive to Belgrade
	Visit to Saint Sava church
	Visit to Kalemegdan Fortress
	Lunch at Kalemegdan Fortress – Restaurant Mali Kalemegdan
15:30 – 17:00	Return to Novi Sad



The Church of Saint Sava



Kalemegdan Fortress

