



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



CONFERENCE PROGRAMME MCP-CE 2008

03.06.2008.	Day 1 - Tuesday
20:00	Ice breaking party on Palić lake – Villa LAGO
04.06.2008.	Day 2 – Wednesday
09.00 – 09.30	Registration – Palić ZOO Congress Hall
09.30 – 09.45	Conference Opening
09.45 – 11.45	<p>Plenary Session</p> <p>Chairman: Rober Freund</p> <p>Igor Furstner, Zoran Anišić, Ilija Ćosić OVERVIEW OF CURRENT RESEARCH RESULTS OF MASS CUSTOMIZATION</p> <p>Boris Tudjarov, Angel Bachvarov, Ilija Boyadjiev WEB VIRTUAL REALITY FOR PRODUCT CUSTOMIZATON</p> <p>Heiner Depner MASS CUSTOMIZATION AND GLOBAL PRODUCTION NETWORKS – CHALLENGES FOR EAST EUROPEAN INDUSTRIES</p> <p>Zoran Anišić, Savo Duvnjak, Tamara Mitrović CONCEPT OF CUSTOMIZED TOURIST OFFER OF VOJVODINA REGION</p>
11.45 – 12.10	Coffee Break
12.10 – 14.10	<p>Session A</p> <p>Chairman: Heiner Depner</p> <p>Robert Freund MASS CUSTOMIZATION, PERSONALIZATION AND CONTEXTUALIZED MULTIPLE COMPETENCIES</p> <p>Serge Carrier, Marie-Eve Faust WHAT IS YOUR TARGET MARKET’S SIZE AND SHAPE?</p> <p>Peter Fatur, Slavko Dolinšek MASS CUSTOMIZATION AS A COMPETITIVE STRATEGY FOR LABOUR INTENSIVE INDUSTRIES</p> <p>Karsten Jansch STRATEGIC MANAGEMENT IN MASS CUSTOMIZATION ENTERPRISES IN GERMANY AND RUSSIA - AN EMPIRICAL BASED SPOTLIGHT ON STRATEGY PROCESS AND FLEXIBILITY</p> <p>Svetoslav Dimkow MODEL AND CHARACTERISTICS OF MANUFACTURING SYSTEM FOR MASS CUSTOMIZATION</p> <p>Božena Gajdzik KEY MARKS OF QUALITY ON THE EXAMPLE OF TRADE SYSTEMS IN MANUFACTURING COMPANIES AND SERVICE SYSTEMS IN ORGANIZATIONS</p>

12.10 – 14.10	<p>Session B Chairman: Zoran Anisic</p> <p>Sven Kuhn, Wendelin Gross INTEGRATED MODULARIZATION OF PRODUCT AND SUPPLY NETWORK - A KEY ELEMENT FOR MASS CUSTOMIZATION</p> <p>Matti Sievanen, Markus Mertenanen WHY DO COMPANIES PURSUE MC MANUFACTURING STRATEGY?</p> <p>Valentina Gecevska, Franci Cuš, Predrag Ćosić MODELLING OF MANUFACTURING ACTIVITIES BY PROCESS PLANNING KNOWLEDGE REPRESENTATION</p> <p>Alexander Tsigkas, Christos Chatzopoulos FROM DESIGN TO MANUFACTURING FOR MASS CUSTOMIZATION</p> <p>Bisera Kajmakoska , Vladimir Dukovski SIMULATION MODELING OF PROCESSES USING NUTSHELL APPROACH</p> <p>Ion Chira, Ruxandra Ionica, Ruxandra Nemes, Bogdan Constantin Teodorescu INTRODUCTORY CONCERNING THE USE OF THE COMPUTER IN THE FOUNDRIES</p>
14.10 – 15.30	Lunch – Villa VICTORIA
15.30 – 17.30	<p>Session A Chairman: Serge Carrier</p> <p>Edina Vincze-Lendvai CONSUMERS' BEHAVIOUR ON POULTRY MARKET</p> <p>Tima Segedinac, Nebojša Sekulić WILLINGNESS TO ACCEPT THE MARKET VALUE SYSTEM IN THE TRANSITION PERIOD AS CONDITION FOR ESTABLISHING NEW RELATIONSHIPS WITH CUSTOMERS</p> <p>Danijela Lalić, Danijela Gračanin, Dragan Varagić PERSONALIZATION OF INTERNET CONTENTS</p> <p>Małgorzata Wawrzynkiewicz, Maciej Piotrowski, Joanna Wojcik MASS CUSTOMIZATION – NEW COMPETITIVE BUSINESS STRATEGY</p> <p>Marcel Weber OPEN INNOVATION WITH CUSTOMERS IN FINANCIAL SERVICES</p>
15.30 – 17.30	<p>Session B Chairman: Boris Tudjarov</p> <p>Mirko Ficko, Ivo Pahole, Jože Balič, Simon Brezovnik EVOLUTION OF WORKSHOP PROGRAMMING</p> <p>Radmil Polenakovik, Tashko Rizov MCP AND LOGISTICS – ADVANCED TOOLS FOR THE ULTIMATE SUPPLY CHAIN MANAGEMENT</p> <p>Sasa Randjelovic THE NEW PRODUCT DEVELOPMENT FOR MASS CUSTOMIZATION ON THE BASE INTEGRATED PROCESS MODEL</p> <p>Slobodan Moraca, Danijela Gracanin, Jelena Ciric CLUSTERS AS A WAY OF REALISATON MASS CUSTOMIZATION APPROACH</p> <p>Nikola Suzic, Andras Anderla, Milan Mirkovic USING CAD SYSTEMS IN CUSTOMIZED PRODUCT DESIGN</p>
17.30 – 18.00	Discussions in Conference Hall
20.00	Gala Dinner

05.06.2008.	Day 3 - Thursday
10.00 – 12.00	Workshop: MC in Tourism and Open Innovation
12.00 – 14.00	Lunch – Villa VICTORIA
14.00 – 16.00	Trip to Novi Sad and visit of Faculty of Technical Sciences
16.00 – 17.00	Conclusions and Closing Session
17.00 – 18.00	Cocktail
18.00 – 20.00	Sightseeing the City of Novi Sad
20.30 – 22.00	Return to Palić Resort

06.06.2008.	Day 4 - Friday
	Sightseeing the City of Subotica, Zoo, Vine tour, Etc.