

# MCPC '03

2nd Interdisciplinary World Congress on

## Mass Customization and Personalization

Conference Co-Chairs

Frank T. Piller, Ralf Reichwald, Mitchell M. Tseng



October 6-8, 2003, Technische Universität München, Munich, Germany - [www.mcpc2003.com](http://www.mcpc2003.com)



## Leading Mass Customization and Personalization from an Emerging Stage to a Mainstream Business Model:

Mass Customization and Personalization (MCP) aim to provide goods and services that best serve individual customers' personal needs with near mass production efficiency. Conceptualized more than a decade ago, mass customization and personalization are now beginning to emerge in many enterprises as a profitable business model. Reducing waste, increasing flexibility and improving business performance while serving customers better and building long lasting relationships with them are some of the core benefits of mass customization.

Corresponding practices are rapidly gaining broad attention by managers, who transfer and apply them in all kinds of industries. At the same time, the academic effort undertaken by researchers of various disciplines to enhance the theoretical foundations in the field is constantly increasing.

### Learn more about mass customization and personalization and discuss their possibilities and challenges

The MCP Congress in 2003 is the largest international event of its kind and especially organized to approach the field of mass customization and personalization.

Following the example of the 2001 congress in Hong Kong the 2003 congress will take a broad and interdisciplinary perspective to the topics. More than 200 speaking proposals were submitted to this year's conference from which the conference organizers selected the best papers and presentations to ensure excellence.

The MCPC 2003 follows an interdisciplinary approach combining the perspectives of management and economics, engineering, design and information technology from an academic as well as a practitioners' point of view.

### Benefits of the MCPC 2003:

- The largest international event on the topic
- More than 80 keynote & paper presentations by leading experts and practitioners in the field
- Become part of the increasing mass customization community and build future collaborations with fellow participants
- Special business seminar exploring best practice examples from foremost companies
- In-depth coverage of special topics like design & product development for mass customization, configuration, consumer behavior, or customized branding – and many more
- Industry and project exhibition – experience mass customization and personalization live
- Interactive session format to enhance discussion and networking
- Additional pre and post conference workshop giving the possibility for in-depth knowledge generation in the field
- Official dinner in the Old Town Hall of Munich, combining a great dining experience with intensive networking
- Munich in October - experience the world famous Oktoberfest just before the conference, stay some more days to visit Bavaria's rich cultural heritage or head to the mountains for autumn hiking



**Jack Aaronson**  
CEO, The Aaronson Group, New York, USA



**Bill Bass**  
Vice President and General Manager, Sears Customer Direct and Senior Vice President E-Commerce, Lands' End, USA



**Dr. Claudio Boër, M.A.S., Ph.D.**  
Professor and Research Director of the Institute of Industrial Technologies and Automation (ITIA), Milan, Italy



**Dr. Benedict G.C. Dellaert**  
Professor and Meteor Research Chair at the Department of Marketing, Maastricht University, The Netherlands



**Rebecca Duray, Ph.D.**  
Professor of Management at the University of Colorado, Colorado Springs, USA



**Dr. Nikolaus Franke**  
Professor of Entrepreneurship & Innovation at the Vienna University of Economics and Business Administration, Vienna, Austria



**Dietmar Harhoff, Ph.D.**  
Professor and Director of the Institute of Innovation & Technology and Entrepreneurship, Ludwigs-Maximilians-Universität München, Munich, Germany



**Roger J. Jiao, Ph.D.**  
Assistant Professor at the School of Mechanical and Production Engineering, Nanyang Technological University, Singapore



**Dr. Michael Koch**  
Assistant Professor for Applied Informatics in the Department of Informatics at Technische Universität München (TUM), Munich, Germany



**Bart MacCarthy, Ph.D.**  
Professor of Operations Management and Director of the Mass Customization Research Centre (MCRC) at the University of Nottingham, UK



**Dr. Frank T. Piller**  
Department of General and Industrial Management, TUM Business School, Technische Universität München (TUM), Munich, Germany



**Dr. Dr. h.c. Ralf Reichwald**  
Professor and Dean of the TUM Business School, Technische Universität München (TUM), Munich, Germany



**Dr. Petra Schubert**  
Professor for E-Business at the Business School of the University of Applied Sciences (FH) Basel, Switzerland



**Ralph Seelmann-Eggebert**  
Head of Mass Customization, Fraunhofer IFF Institute for Factory Operation and Automation in Magdeburg, Germany



**Arie Segev, Ph.D.**  
Professor, Operations & IT Management Group, and Director of CITM, Haas School of Business, University of California, Berkeley, USA



**Dr. Bernd Skiera**  
Professor for Electronic Commerce, Johann Wolfgang Goethe-University in Frankfurt, Germany



**Mitchell Tseng, Ph.D.**  
Professor, Department of Industrial Engineering and Engineering Management at the Hong Kong University of Science and Technology (HKUST), Hong Kong



**Dr. Gerd R. Wagner**  
Professor and Chair of Production Theory and Corporate Environmental Management, University of Duesseldorf, Germany



**Paul H. Zipkin, Ph.D.**  
The T. Austin Finch, Sr. Professor of Business at the Fuqua School of Business, Duke University, USA

Please refer to the conference website for more speakers and updates:

[www.mcpc2003.com](http://www.mcpc2003.com)

## Customer Interaction Mechanisms and Behavior

- consumer decision making for customization
- psychological aspects of interaction behavior
- marketing policies for MCP

## User Driven Innovation

- lead user integration
- value creation through customer innovation
- toolkits for user innovation

## MCP Strategies and Economics

- strategic frameworks and MCP taxonomies
- measuring business success and financial performance
- enterprise collaborations and networks

## MCP Product Design

- product design and configuration tools
- product life cycle management
- product platform and family design

## MCP Manufacturing and Logistics

- flexible manufacturing technologies
- process planning and scheduling
- supply chain management

## MCP Information Systems

- E- and M-commerce technology for MCP
- product configuration and CRM interfaces
- data mining and filtering

## Communities and Personalization in E-Commerce

- online communities as support for MCP
- customer collaboration in product design
- recommender systems

## MCP and Sustainability

- MCP within different socio-economic paradigms
- environmental and social risks and opportunities
- life-cycle approaches for sustainability

## MCP Case Studies

- entrepreneurial excellence in MCP
- unique management experiences and insights
- comparing various industries

## Sponsorship at the MCPC 2003

creates an unique platform to network with industry colleagues and to meet scholars from leading universities and research organizations while enhancing corporate identification and goodwill to a highly targeted, decision making and multiplying audience.

Exhibition booths will be available in the conference venue. Please contact us at [mcpc2003@wi.tum.de](mailto:mcpc2003@wi.tum.de) for more information on sponsorship or call:

Christoph Ihl at +49 / 89 / 289 24834

## Monday, Oct. 6, 2003 : TUM City Campus

- 10:00 - 18:00: Ph.D. Seminar
- 14:00 - 18:00: Pre-Conference Workshop
- 14:00 - 18:30: Conference Registration
- 18:30 - 20:00: Welcome Reception
- 20:00 - open: Networking & Community Dinners in Munich

## Tuesday, Oct. 7, 2003 : TUM Garching Campus

- 08:00 - 09:00: Conference Registration
- 09:00 - 10:00: Conference Opening and Introduction by the Conference Chairs
- 10:00 - 11:00: Opening Plenary Session:
  - Nikolaus Franke, WU Vienna:**  
*From mass customization to user driven innovation*
  - Arie Segev, UC Berkeley:**  
*Back to the future: Beyond Mass Customization and Personalization*
- 11:00 - 13:00: Conference Stream I: Parallel Sessions
- 13:00 - 14:00: Lunch
- 14:00 - 17:00: Conference Streams II + III: Parallel Sessions
- 17:00 - 18:30: Academic Panel: Future Directions for MC Research
- 20:00 - 24:00: Official Conference Dinner in the Old Town Hall (Munich Marienplatz)

## Wednesday, Oct. 8, 2003 : TUM Garching Campus

- 09:00 - 10:30: Opening Plenary Session:
  - Bill Bass, Sears Direct:**  
*Lands' End Custom: Changing the way people shop for apparel*
  - Jack Aaronson, Aaronson Group:**  
*Personalized User Experiences and Customer Loyalty - Best Practices*
- 10:30 - 13:00: Conference Stream IV: Parallel Sessions
- 13:00 - 14:00: Lunch
- 14:00 - 16:00: Conference Stream V: Parallel Sessions
- 16:00 - 17:00: Executive Panel: Bringing MCP into Mainstream
- 17:00 - 18:00: Closing Discussion
- 20:00 - open: „Customize your Nightlife“: Our scouts will help you to discover Munich by night

## Thursday, Oct. 9, 2003 : TUM Garching Campus

- 09:30 - 14:30: Post-Conference Workshops

Please refer to the conference web site [www.mcpc2003.com](http://www.mcpc2003.com) for updates and more details

### MCP-Business Seminar: Oct. 8, 2003

During conference streams IV and V, a special business seminar will be held presenting best practice case studies from leading international MCP companies. Please refer to the next page for additional information.

Before and after the conference two optional workshops give conference participants the opportunity to gain in-depth insight into special topics of mass customization and personalization. Extra booking of the workshops is required (Fee: 120,- Euro).

### Pre-Conference Workshop: Why customized shoes do not always fit ...

Monday, Oct. 6, 2003, 14.00 - 18.00 : TUM City Campus

The idea of this interactive, four-hour workshop is to give an in-depth introduction into mass customization by sharing and discussing the experiences of two pioneering companies of mass customization in larger detail.



J. Steuerwald

**Johannes Steuerwald** from **Creo Interactive** will share experiences of launching and running a company offering customized fashion shoes on the Internet. After huge success and much media interest, the firm had to close its doors last year. The Creo case provides a fascinating insight into the full life cycle of a MC company.



Ch. Berger

This case will be mirrored and reflected by the experiences of **Adidas**, a world leading sports goods company. Adidas has launched very successfully its "miAdidas" product range and is now scaling up this business. **Christoph Berger**, Director Mass Customization at Adidas, will discuss the Adidas MC approach, its design, marketing, supply chain, and CRM challenges.

Both cases will set the background for the interactive session of the workshop. Moderated by **Mitchell Tseng**, HKUST, and **Frank Piller**, TUM, the two cases will be brought into a larger context to co-create with the workshop participants a framework of mass customization and personalization.

### Post-Conference Workshop: The World's First MC Business Game

ELISA Efficient Logistics for Individualized Standard Applications

Thursday, Oct. 9, 2003, 9:30 - 14.30 : TUM Garching

Business games simulate real processes of enterprises. They can help to identify and improve critical process-scenarios. New ideas of improvement can easily be evaluated by taking them into account in the next simulation. By alternating the sequences of theory and actual practice, the passive consumption of knowledge is augmented by actively generating knowledge.

The haptic business game ELISA© is the world's first organization simulation, which devotes itself to the problem of putting mass customization into practice. Seminar participants personally experience what mass customization is all about, which readjustment problems arise, what their causes are and which solutions approaches are promising. ELISA© sensitizes specialists and executives from industry to the topical subject of customized production in process-oriented control loops.

The number of participants is limited to 15.



The workshop is conducted by:  
Dipl.-Ing. **Ralph Seelmann-Eggebert**  
Dipl.-Ing. oec. **Benjamin Körber**  
Fraunhofer IFF Magdeburg

# MCPC '03

## Business Seminar, October 8, 2003

The business seminar presents as part of the MCPC'03 selected case studies of leading companies in the field of mass customization & personalization and enabling technologies.

The business seminar is included in the MCPC'03 conference fee - no extra registration required



Technische Universität München, Munich, Germany - [www.mcpc2003.com](http://www.mcpc2003.com)



### 8:00 Registration and Morning Coffee / 9:00 Open Plenary Session

Lands' End Custom: Changing the Way People Shop for Apparel



**Bill Bass**,  
Vice President and General Manager, Sears Customer Direct and Senior VicePresident E-Commerce, Lands' End, USA

Personalized User Experiences and Customer Loyalty - Best Practices



**Jack Aaronson**,  
CEO of New York based Aaronson Group, USA

As the business seminar is part of the MCPC 2003 conference streams, participants are free to choose between the seminar's sessions and parallel technical and in-depth topical presentations including, among others:

### MC Paradigm Shifts

Enabling Mass Customization through Laser Sintering: From R&D to Manufacturing



**Volker Junior**,  
Product Management, EOS GmbH, Germany

Mass Customization at Dell



**Roland Massenet**,  
Directeur du Développement, Dell Corp., France

Sandvik „Tailor Made“: Process Control in a Globally Linked MC Production



**Ulf Henseler**  
Sandvik Coromant, Germany / Sweden

Effectively Satisfying Individual Customer Needs



**Roland Hoelscher**  
Executive Director, Arcplan Information Services AG, Germany / USA

Mass Customization as a paradigm shift



**Yvonne Heinen**,  
Marketing and Communications Manager Europe, Gerber Technology, Germany

Mass Customization at LEGO



**Mark W. Hansen**,  
LEGO Virtual, Billund, Denmark

**Prof. Poul K. Hansen**,  
Department of Production, Aalborg University, Denmark

### MC in the Fashion Industry

The Virtual Model as a Dual Configurator: Creating an identity and a custom product



**Louise Guay, PhD**,  
Founder & CEO, My Virtual Model, Inc., Montreal, Canada

3D Bodyscanner Technology - Made to Measure Solutions



**Jean-Louis Heyd**  
Strategic Project Director Large Accounts Brands & Retail, Lectra World Headquarters, France

Bodyscanning in Retail Stores - Innovative Business and Payment Models



**Dr.-Ing. Andreas Seidl**,  
Managing Director, Humans Solutions GmbH, Kaiserslautern, Germany

Mass Customization Techniques for Mass Production Apparel Business



**Michael Yee**  
Managing Director of Esquel Enterprises Ltd, Hong Kong

Retail Challenges and Opportunities by Business Services for Mass Customization



**Bas Possen**,  
Fouder & CEO, Possen.com, Amsterdam, The Netherlands

Shirtsdotnet.com: Collaborative Platform for e-Custom Fit Apparel



**Michael Byvoet**  
Founder and CEO of Bivolino.com and shirtsdotnet.com, Belgium

The Myths Behind the Realities of MC



**Michael T. Fralix, Ph.D.**  
President, [TC]² - Textile/Clothing Technology Corporation, Cary, NC, USA

TAPOS: an approach for deriving targets in mass customization,  
**Wolfgang Dieter Burkert**, Siemens Supply Chain Consulting (SCC), Germany

Profitable and manageable product variation: engineer-to-order concept for discreet manufacturers,  
**Michael Nahidi**, Director Product First Consulting, **Dr. Rupert Deger**, Vice President Strategic Accounts Central Europe, PTC - Parametric Technology, Germany / USA

Overcoming the design vs. fit paradox of women's shoes,  
**Claudia Kieserling**, CEO & Founder, Selve AG, Germany

40 inventive mass customization strategies  
**Darrell Mann**, Director, CREAX, UK

Left foot company: the rearranged business model  
**Risto Pentikäinen**, Manager Licensing, Left Foot Company, Finland

Branding in times of mass customization: "The choice is yours!"  
**Gabriela Rieck**, marcie brand & image consulting, Germany

Mass customization for ski boots based on affordable 3D body scanning  
**Dirk Rutschmann**, CEO, corpus.e AG, Germany

Flexible production and supply chain systems: generating value through effective customization  
**Vinzenz Schwegmann**, **Gernot Strube et al.**, McKinsey & Company, Inc., Germany

A case study of MC manufacturing in health care,  
**Charlie Wen**, CTO, Align Technology, USA

... and select from more than 70 other presentations on all aspects of mass customization & personalization!

17:30 Executive Panel  
18:00 Plenary closing session



# Conference Registration

Please fax or mail this form to the Conference Organizer:

TUM Tech GmbH - Conferences  
Saarstrasse 7, 80797 Munich, Germany  
Fax: +49 / 89 / 30 66 95 66

Mr.  Mrs.  Ms.  Degree: \_\_\_\_\_

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Title or Position: \_\_\_\_\_

Affiliation/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

VAT-ID\*: \_\_\_\_\_

\*participants applicable to deduct VAT form EU countries only

## Conference Fee

	By August 15	After August 15
Presenters & Academics:	300 Euro <input type="checkbox"/>	350 Euro <input type="checkbox"/>
General Participation:	350 Euro <input type="checkbox"/>	400 Euro <input type="checkbox"/>
Students:	150 Euro <input type="checkbox"/>	200 Euro <input type="checkbox"/>

Official Dinner (per person): 45 Euro  Number of persons: \_\_\_\_\_  
Pre-Conference-Workshop (6 Oct.) 120 Euro  (places limited)  
Post-Conference-Workshop (9 Oct.) 120 Euro  (places limited)

**Total:** Euro\* \_\_\_\_\_

\*All prices are subject to 16% VAT ("Mehrwertsteuer") for all German participants and all EU member states participants without VAT-ID number.

Please check [www.mcpc2003.com](http://www.mcpc2003.com) for additional post-conference work shops with reduced fees for conference registrants.

## Procedure of Payment

Check enclosed Checks should be made payable to "TUM Tech GmbH"  
 Bank Transfer Please wait for the invoice  
 Credit Card: I authorize TUM TECH GmbH to use my credit card indicated below for the total amount detailed on this registration form.

MasterCard  VISA

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholders Name: \_\_\_\_\_

- exactly as on the card -

Cardholders Signature: \_\_\_\_\_

At least one author of each paper has to register to present an accepted paper / speaking proposal on the conference. Registration fees include the access to all plenary, panel and paper sessions on Oct. 7 and 8, to the opening reception on Oct. 6, conference proceedings, lunch and refreshments on Tuesday and Wednesday. Registration does not include hotel accommodations.

**Registration Confirmation:** All registrants will receive written confirmation by e-mail within 15 business days of receipt of payment. IMPORTANT: Registrations will not be processed if payment information is missing or incomplete. If you are not contacted by TUM Tech GmbH within 15 days of sending your payment, e-mail [susanna.wirth@tumtech.de](mailto:susanna.wirth@tumtech.de).

**Transfer and Cancellation Policy:** If you wish to transfer your registration to a colleague, TUMorrow must receive a written notification until September 15th, 2003 to ensure timely processing of your registration materials. Please include your name and the name of your colleague taking your place. For later transfers a 30 Euro registration surcharge will apply. A full refund, minus a 75 Euro processing fee, will be issued for all written cancellation requests received at TUM Tech GmbH by September 15th, 2003. Refunds will be processed by November 15th, 2003. Written cancellations received after September 15th, 2003 will not receive a refund.

Yes, I am participating at the MCPC 2003 conference, Munich Oct. 6-8, 2003, as indicated above and I accept the terms and conditions of the conference participation.

Date \_\_\_\_\_ Signature \_\_\_\_\_

## Conference Co-Chairs

Prof. Dr. Dr. h.c. Ralf Reichwald  
Technische Universität München (TUM)  
Department of General and Industrial Management

Dr. Frank T. Piller  
Technische Universität München (TUM)  
Department of General and Industrial Management

Prof. Mitchell M. Tseng, PhD.  
Hong Kong University of Science & Technology (HKUST)  
Advanced Manufacturing Institute

## Organizing Committee and Contact

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Technische Universität München (TUM)  
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## Conference Organizer

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[www.tumorow-gmbh.de](http://www.tumorow-gmbh.de)

## Accommodation

Important: Since the MCP Congress 2003 takes place during the peak travel season in Munich, hotel reservation in advance as early as possible is highly recommended. For details on the conference hotels and reservation form please refer to the web site <http://www.mcpc2003.com>.

## Location

The congress will be held at the Technische Universität München ([www.tum.edu](http://www.tum.edu)). It takes place in the modern campus setting of the recently built engineering department facilities with an open environment and atmosphere conducive to the exchange of knowledge, views and innovative ideas. This university campus is situated in **München-Garching** in the north of the city just 10 minutes from the airport and directly at the Highway A9.

