



23-26 September 2014,  
Novi Sad, Serbia

6th International Conference on  
Mass Customization and  
Personalization in Central Europe  
(MCP - CE 2014)

**Managing Co-creation  
and Personalization in  
Central Europe**

**Important Dates**

*Abstract submission deadline:*  
**31 March 2014**

*Notification to Authors:*  
**14 April 2014**

*Final paper submission deadline:*  
**01 July 2014**

Managing Co-creation and Personalization in Central Europe 23-26 September 2014, Novi Sad, Serbia

# 10<sup>th</sup> Anniversary of MCP-CE (2004-2014)

On behalf of the organizing committee we are pleased to announce the 6<sup>th</sup> International Conference on Mass Customization and Personalization in Central Europe (MCP - CE 2014) when we proudly celebrate the 10<sup>th</sup> anniversary of our activities.

Organized for the sixth time, the biannual MCP-CE conference emphasizes the role and importance of **Customer Co-Creation** that offers customers a chance to express their differences, and also an opportunity for innovations and new business models such as **Mass Customization** and **Open Innovation**, for sharing designs and developments and benefits from the experiences of others.

We cordially invite you to participate and share your research ideas, efforts and results with other scientists, entrepreneurs and corporate managers, who are interested in exploring the possibilities of creating customized and personalized products. The aim is also to make the most of the huge potential of customers who are eager to co-create and innovate together with companies.

Join us in Novi Sad in 2014, share your ideas and become a part of our growing community.

**Conference Venue**

University of Novi Sad was founded in 1960 and it is situated in specially landscaped campus on the left bank of the Danube, an area of 260,000 m<sup>2</sup>, which places seven faculties, student center, two student dormitories, the central student restaurant and other scientific, technical, informational, cultural and sports facilities. 45,000 students are studying at the University and thus, it employs over 4,000 teachers, associates and technical staff.

Faculty of Technical Sciences is the largest faculty in Serbia with 11,000 students and 1200 employees. It consists of 13 departments that educate

engineers, bachelors, masters, specialists and doctors of sciences on 88 accredited study programmes in the following areas: electrical and computer engineering, mechanical engineering, energy engineering, civil, traffic, architecture, urban and regional development, stage design, environmental protection, health and safety engineering and graphic design, computer graphics, mechatronics, biomedical engineering, industrial engineering and management and applied mathematics.



## Call for Papers for 3 joint events!

6<sup>th</sup> International Conference on  
Mass Customization and  
Personalization in Central Europe  
(MCP - CE 2014)

16<sup>th</sup> Configuration Workshop  
(CWS - 2014)

1<sup>st</sup> Doctoral Student Workshop  
(DSW - 2014)

**SCIENTIFIC COMMITTEE**



**Chairman:**  
Cipriano Forza, UNI of Padova, Italy  
Is a full professor of Management and Operations Management, the Director of the Doctoral School in Management Engineering and Real Estate Appraisal and the Vice-Director of the Department of Management and Engineering at Padova University, Italy.

**BUSINESS COMMITTEE**



**Chairman:**  
Robert Freund, Germany  
Robert Freund, Ph.D., M.A., is an independent expert in project/knowledge and innovation management. He is working for several SME and is cooperating with many Chambers of Commerce in Germany. Robert expanded his interests to Open and User Innovation for SME and initiated in 2004 the MCP-CE conference series.

**ORGANIZING COMMITTEE**



**Chairman:**  
Zoran Anišić, UNI of Novi Sad, Serbia  
Zoran Anišić is full professor of Industrial Engineering and Management at Faculty of Technical Sciences, University of Novi Sad, Serbia. His area of interest is Product Development and Management, especially Mass Customization and Product Lifecycle Management. He is the manager of My Product - Center for Product Development and Management.



## Novi Sad

The City of Novi Sad is located on the Danube, on the intersection of the important roads, near the mountain of Fruška Gora which allocates culturally and historically significant monasteries. The city is surrounded by typical Vojvodinian ranches. In addition, there is 17<sup>th</sup>-century Petrovaradin Fortress, appealing old city center, numerous museums, prestigious Novi Sad Fair, as well as many world famous festivals and events.

Among the many tourist attractions we would like to single out:

**THE DANUBE** is one of the distinguishing features of Novi Sad from the aspect of tourism, especially the famous 'corso' - "Belgrade Quay", as well as numerous beaches along the shore. The most beautiful "Štrand" beach («Štrand») stretches on a 10ha surface with all the supplemental content.

**THE PETROVARADIN FORTRESS** was built in the 17<sup>th</sup> and 18<sup>th</sup> century, it represents a culturally-historical monument. Located within the fortress are the Museum of the City of Novi Sad, the Academy of the Arts, the Observatory as well as the Archives of the City. At this very spot, traditionally in the month of July, the EXIT Music Festival, proclaimed to be the best in Europe, takes place.

**NIGHT LIFE** - Bars, clubs, rafts and casinos work every day of the week. A contagious atmosphere or crazy parties and good fun rules. From alternative to reggae, brass bands and gypsy music to turbo folk, from techno to heavy metal, Novi Sad is bouncing in one of its many rhythms every night.

**FRUŠKA GORA** and the **MONASTERIES** - Fruška Gora with its national park of about 25.000ha, where 17 Orthodox monasteries can be found, with forested areas, rare plants and wildlife, nature reserves, numerous lakes (14 in total), mountain trails (about 800km of marked paths), complete with mountaineers homes and a hotel, is located partly in the Novi Sad district. It represents one of the tourist destinations with the most content in the out lazing areas of the Danube.



[www.mcp-ce.org](http://www.mcp-ce.org)

### ▶ 16<sup>th</sup> - CWS Configuration Workshop

The Workshop on Configuration 2014 continues the series of successful workshops started at the AAAI'96 Fall Symposium and continued on IJCAI, AAAI, and ECAI since 1999.

The workshop is of interest for both researchers working in the various fields of applicable AI technologies as well as for industry representatives interested in the relationship between configuration technology and the business problem behind configuration and mass customization. Following topics are welcome for the workshop:

Configuration problems and models, Techniques for obtaining and/or maintenance of configuration models, Reasoning methods, Interactivity and mass customization and Applications and tools.

### ▶ 1<sup>st</sup> - DSW Doctoral Student Workshop

In line with the strategy to pay special attention to young researchers, we organize for the first time PhD workshop for doctoral students in the field of Mass Customization and Open Innovation. The aim is to bring together doctoral students and eminent professors in one place offering them open discussion about most current research topics, appropriate methods for justification of hypothesis or about tips for writing good quality scientific papers.

We are confident that with joint learning, socializing and entertainment, PhD students will have an unforgettable week in Novi Sad.

**New Business Models** User Driven Innovation  
**Co-creation** Crowdsourcing **Personalization**  
**Open Innovation** **Mass Customization**  
**Social Media** Additive Manufacturing  
**Co-working Space** **Craft customization**  
**Crowd Intelligence** **Open Service**  
**Lean Organization** **Product and Service**  
**Modularisation** **Living Labs** **Configurators &**  
**Toolkits** **IT Management** **Effective Manufacturing**

Topics of interest

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**LinkedIn**

<http://www.linkedin.com/groups/Mass-Customization-Personalization-in-Central-4648931>

**facebook**

<https://www.facebook.com/mcp.central.europe>

**23/09/2014  
Tuesday**

**1<sup>st</sup> Doctoral  
Student  
Workshop**

**24/09/2014  
Wednesday**

**6<sup>th</sup> International  
Conference  
MCP - CE**

**25/09/2014  
Thursday**

**16<sup>th</sup> International  
Configuration  
Workshop**

**6<sup>th</sup> International  
Conference  
MCP - CE**

**26/09/2014  
Friday**

**16<sup>th</sup> International  
Configuration  
Workshop**

**6<sup>th</sup> International  
Conference  
MCP - CE**

## CONTACT

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Conference  
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Center for Product  
Development and  
Management



University of Novi Sad,  
Faculty of Technical Sciences,  
Department of Industrial  
Engineering and Management



Provincial Secretariat  
for Science and  
Technological  
Development



Republic of Serbia,  
Ministry of Science  
and Technological  
Development