



**UNIVERSITY
OF INFORMATION TECHNOLOGY
AND MANAGEMENT**

ul. Sucharskiego 2, 35-225 Rzeszów, POLAND

www.mass-customization.pl

April 20-21, 2004

**International Conference on Mass Customization
and Personalization
Theory and Practice in Central Europe**

CALL FOR PAPERS

Organized by

**east
west
consult**



**WYŻSZA SZKOŁA
INFORMATYKI I ZARZĄDZANIA
z siedzibą w Rzeszowie**



**WYŻSZA SZKOŁA BIZNESU
NATIONAL-LOUIS UNIVERSITY**

KEYNOTE SPEAKERS



Robert J. Freund German expert in reengineering, quality management and lean production. An independent expert on Mass Customization and Personalization (MCP) and a distance learning specialist.

Since 1997 his research activities are dedicated to the question on 'How to overcome the efficiency-paradox on developing and delivering education?' His concept is based on the combination of Mass Customization and Gardner's Multiple-Intelligence-Theory.

Robert Freund is involved in national and European projects on formal, informal and non-formal adult education. He has technological and pedagogical expertise and was participant at the First World Congress on Mass Customization and Personalization in Hong Kong (2001), speaker at eLearnChina in Edinburgh (2003) and will be a speaker at the Second World Congress on Mass Customization and Personalization in Munich. In September he gave an interview on the topic "mass customization and SMEs" for the German Chamber of Commerce.



Dr. Frank Piller teaches at the Department of General and Industrial Management within the MBA program at the Technische Universität München (TUM), Germany. He is director of the Research Group Mass Customization and Customer Integration at TUM. His research areas are technology & innovation management, marketing and production management with particular interests in customer integration, mass customization, individualization and open innovation.

Frequently quoted in The Financial Times, The Economist, and Wirtschaftswoche, amongst others, Mr. Piller is seen as one of Europe's leading experts in the field of Mass Customization and Customer Integration.

Frank Piller is the author of numerous articles and papers and has written / edited six books. He graduated summa cum laude with a PhD from the School of Business Administration at the University of Wuerzburg, Germany in 1999, where he received his master's degree in 1994, too. He is a fellow of the German Scholarship Foundation, a founding member of the

European Academy of Management and a member of several scientific and professional organizations.



Ralph Seelmann-Eggebert has studied engineering at the universities „Instituto Superior Técnico de Lisboa (IST Lisbon, Portugal)“, „École Normale Supérieure de Cachan (ENS Cachan, Paris, France)“ and „Technische Universität Carolo-Wilhelmina zu Braunschweig (Germany)“ with specialisation in production technology and logistics.

In January 1998 he became assistant to the director of the Fraunhofer Institute for Factory Operation and Automation in Magdeburg, Germany. In 2001 he was appointed head of the Mass Customization group at the Fraunhofer Institute.

Mr. Seelmann-Eggebert is an internationally well known expert for manufacturing and logistics in Mass Customization systems. He has edited scientific books and published several articles about the subject as well as given speeches on a number of international conferences. He is the initiator and organizer of the first Mass Customization workshop in Germany and the annual Mass Customization Conference in Germany.

As an active member he works in several associations such as the „German Engineering Association (VDI-ADB)“ and the „German Association of Logistics (BVL)“. Within the „German Engineering Federation VDMA“ he co-founded the working committee „Mass Customization in the capital goods industry“.

CONFERENCE OBJECTIVES

The main goal of the conference is to bring the Mass Customization concept closer to companies and scientists in Central Europe region.

WHAT IS MASS CUSTOMIZATION

Today's markets are changing faster and customers are becoming more demanding than ever. Mass Customization has emerged in the last decade as a solution to address the new market challenges while still enabling firms to capture the efficiency advantages of mass production. Mass customization meets the requirements of increasingly heterogeneous markets by producing goods and services to match individual customer's needs with near mass production efficiency. This phenomenon means that individualized or personalized goods can be provided at lower cost (and, thus, price premiums) usually connected with (craft) customization. To deliver mass customization, firms have to find new ways to interact with their customers during the process of co-designing and configuring a specific customer solution.

Source: www.mass-customization.de

Successful introduction of Mass Customization leads to the numerous benefits (higher profits, lower costs, reduced inventory, market competitive advantage, high degree of product/service flexibility, increased customers' loyalty).

WHO SHOULD ATTEND

Presidents and CEOs, directors of manufacturing and operations, general managers, manufacturing and industrial managers, supervisors and engineers, design and process improvement engineers and procurement and materials managers, academics, research engineers.

HOW WILL YOU BENEFIT

- Theory and Case studies on various industries
- Top-information after the 2. World Congress on MCP 2003 in Munich
- Cross-cultural and international experiences
- Experience the Mass Customization from various points of view (organizational theory, engineering, consumer Psychology, information technology, operations research)
- Opportunity to discuss ideas with world Class experts in the field



IMPORTANT DATES

Abstract Submission Deadline:	31 January 2004
Notification to authors:	14 February 2004
Final Paper Submission and early Registration:	until 20 March 2004
Late Registration:	after 20 March

CONFERENCE RATES

Conference rates include: Sessions, Proceedings, Coffee Breaks, 2 Luncheons and a banquet.

	Until 20 March 2004	After 20 March
General Participation	130 Euro	150 Euro
Presenters	110 Euro	130 Euro
Students	60 Euro	90 Euro

CONTACT DETAILS

Should you have any questions or comments please feel free to contact us:

Contact Person: Maciej Piotrowski

University of Information Technology and Management in Rzeszow
ul. Sucharskiego 2, 35-225 Rzeszow, Poland

Tel.: +48 17 866 11 97
Fax: +48 17 866 12 22
Mobile: +48 504 21 55 63
E-mail: mpiotrowski@wenus.wsiz.rzeszow.pl

Additional Information: www.mass-customization.pl

SCIENTIFIC COMMITTEE

Chairman: Robert Freund (East West Consult)
Members: Jacek Jakie³a (University of Information Technology and Management in Rzeszow,
Rzeszow University of Technology)
Ralph Seelmann-Eggebert (Fraunhofer Institut)
Andrzej Szalc (University of Information Technology and Management in Rzeszow)
Representative of WSB-NLU

ORGANIZING COMMITTEE

Chairman: Maciej Piotrowski (University of Information Technology and Management in Rzeszow)
Members: Patryk Babiarz (University of Information Technology and Management in Rzeszow)
Sebastian Filek (WSB-NLU)
Robert Freund (East West Consult)
Andrzej Stefaniak (East West Consult)
Ma³gorzata Wawrzynkiewicz (University of Information Technology and Management in Rzeszow)