
Mass Customization and Open Innovation in Central Europe

Call for Papers

Contact Details

Contact person: Danijela Lalic, M.Sc.
Faculty of Technical Sciences
Trg Dositeja Obradovica 6, 21000 Novi Sad, Serbia

tel.: +381 21 485 2061
Cell: +381 64 218 4992
Fax: +381 21 458 133
E-mail: MCP-CE08@uns.ns.ac.yu

Additional information:
www.ftn.ns.ac.yu/MCP-CE2008

Conference Partners

E-Trgovina eBusiness Conference

Workshop Romić Subotica

Žako Stara Moravica

Republic of Serbia Ministry of Science

Provincial Secretariat for Science and Technological Development

Municipality Subotica

Scientific Committee

Chairman:
Robert Freund, UITM Poland

Members:
- Alexander Tsigkas, Democritus Uni. of Thrace, Greece
- Cipriano Forza, Uni. di Modena e Reggio Emilia, Italy
- Goran Andjelic, Uni. of Novi Sad, Serbia
- Ilija Cosic, Uni. of Novi Sad, Serbia
- Imre Kiss, Uni.Politehnika Timisoara, Romania
- Jan Andreasik, AEP, Poland
- Karsten Jansch, Technische Uni. Clausthal, Germany
- Krzysztof Feret, UITM, Poland
- Maciej Piotrowski, UITM, Poland
- Tomislav Sudarevic, Uni. of Novi Sad, Serbia
- Tadeusz Grabinski, CAE, Poland
- Valentina Gecevska, Uni. "St. Cyril and Methodius", Skopje, Macedonia
- Zbigniew Pasek, Uni. of Michigan, USA
- Zoran Anisic, Uni. of Novi Sad, Serbia

Organizing Committee:

Chairman:
Zoran Anisic, University of Novi Sad, Serbia

Members:
- Bojan Lalic, University of Novi Sad, Serbia
- Savo Duvnjak, PiaR, Serbia
- Danijela Lalic, University of Novi Sad, Serbia
- Nikola Suzic, University of Novi Sad, Serbia
- Zeljko Cmjakovic, PiaR, Serbia
- Srdjan Bukvic, PiaR, Serbia

3 – 6 June 2008
Palić - Novi Sad, Serbia

Call for Papers
Mass Customization and Personalization (MCP) aims to provide goods and services that best serve individual customers' personal needs with near mass production efficiency. Open Innovation is focused on cooperation between manufacturers and customers and extends conventional model of closed innovation taking place just within the boundaries of a manufacturer. These new strategies are beginning to emerge in many enterprises as profitable business models. The conference provides an interactive platform to learn about Mass Customization and Open Innovation strategies and to discuss the latest technologies and enablers like Product Configurators and Toolkits for User Innovation. The main goal of the conference is to bring the Mass Customization and Open Innovation concept closer to companies and scientists in Central Europe.

### MCP Strategies and Economics

- MCP Product and Process Design
- MCP Manufacturing and Logistics
- MCP Information Systems
- MCP Communities and Personalization in E-commerce
- MCP and Services
- MCP and CRM/Branding
- MCP Case Studies: Industrial Goods, Consumer Goods, Services
- MCP and open innovation
- Open Innovation Case studies

### Conference Program

**03.06. Tuesday**
- Ice breaking meeting on Palic Lake

**04.06. Wednesday**
- Conference opening
- Plenary session
- Conference sessions
- Lunch
- Conference sessions
- Official banquet

**05.06. Thursday**
- Workshop: Tourism & Open Innovation
- Lunch
- Trip to Novi Sad and visit Faculty of Technical Sciences
- Conclusions and Conference Closing
- Dinner
- Return to Palic Resort

**06.06. Friday**
- Vine tour, ZOO, horse riding - Optional