



MCPC // 2009

Call for Papers

Mass Matching - Customization, Configuration & Creativity Business, Innovation & Research Conference

Aalto University in Helsinki & Espoo, Finland

www.mcpc2009.com

The Conference. The biannual World Conference on Mass Customization & Personalization (MCP) is one of the premier events for the Business, Innovation & Research community in this field. Bridging academic research and management practice, the conference provides an interactive and interdisciplinary platform to share ideas about mass customization strategies and to discuss the latest technologies and enablers.

In October 2009, the MCPC will include four parts:

Part 1:	Oct 4	Pre-conference
Part 2:	Oct 5-6	Innovation & Research conference
Part 3:	Oct 7	Business conference
Part 4:	Oct 8	Business Labs

The objective of the MCPC 2009 is to extend the dialogue beyond today's boundaries and to explore the future avenues for MCP. The theme "Mass Matching" asks for leading-edge examples of customization, non-traditional and emerging new concepts of personalization & interaction and newest customer-centric innovations. For people stemming from technology, business and societal communities, we attempt to identify the critical research issues and practical challenges to extend our knowledge on mass customization and personalization.

The MCP Business, Innovation & Research Conference is designed to engage academics, business leaders and consultants in enriching debates and interaction through a set of plenary presentations, discussion panels, paper presentations and business labs. In addition to the traditional functional conference streams of the MCPC conferences, we especially welcome submissions from managers and consultants reflecting upon the conference theme. In the MCPC2009 we have also company-initiated business labs, a co-creation challenge, and several focused workshops which will elevate knowledge creation and sharing during the conference.

Mass Matching is the main theme of the 2009 conference. It implies a transition towards identifying and exceeding each of your customer interactions from a mass of product supply, marketing acts and customer experiences. Our manifesto is to shift the mass customization debate from a mere physical product level to a perspective of total value system and life cycle experience and to go deeper on customer-centric communications. Mass customization should be more than just configuring a piece of hardware, but should be seen as the co-design of an entire system, including services and experiences at the individual, organizational as well as at the inter-organizational level.

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Community building in the MCPC 2009

As a novelty in 2009 conference we will also invite you to build match-making in your area of interests and continue with wrapping up the results and discussions after the conference (matching will be opened 1 January 2009). We will launch blogs in our website for community building in all three sub-theme areas, customization, configuration and creativity. We encourage participants and authors to engage in these questions and to bring forth their experiences from an interdisciplinary and cross-functional perspective. The keywords of profiles and abstracts are needed for conference match making.

Profile creation & matching your personal interest areas

- Idea outlines, Paper abstracts, or presentation descriptions
- Starting 1 January 2009, Deadline 27 February 2009

Submission process

We invite you to the co-creation process of the MCPC 2009 by submitting your best work on mass customization, personalization and related areas. All papers have to be written in English. We prefer papers which go beyond pure conceptual contributions and are empirically grounded. We are open to a diverse set of quantitative and qualitative methods of empirical research. We seek papers following the idea of "engaged scholarship" being relevant to both practice and research.

Short/Full papers or Presentations: Either 4-8 pages or max. 25 pages (12pt font, double line spacing) or 15-20 slides for 20 minute presentation. Only full papers will be considered for the conference's **Best Paper Award** and selection procedure of papers for the final conference book publication.

- Deadline 30 April 2009

Conference proceedings

The **conference proceedings** will contain short abstracts of all accepted papers. Authors of accepted papers can decide if they submit a (revised) version of their full paper for publication in the full-text proceedings of the conference, or just a summary version which does not compromise publication of the paper in top journals.

We will connect a number of highly respected academic journals for featuring **special issues** with selected conference papers after the conference.

To submit a paper (for practitioners: presentation proposal), please use **ONLY** the online submission system for this conference on the conference web site: www.mcpc2009.com. Do not submit papers per e-mail directly to the conference chairs. All papers will be **double-blind reviewed**. Please refer to the conference web site for details on the paper submission process and guidelines for paper formatting: www.mcpc2009.com (opening early Winter 2009).

Important dates

Feb 27, 2009:	Deadline for abstracts/outlines/presentations
April 30, 2009	Full paper submissions due
June 30, 2009:	Notification of accepted contributions
Aug 31, 2009:	Final submissions & Author registration deadline
Oct 4, 2009:	Pre-Conference
Oct 5-6, 2009:	Innovation & Research Conference at Aalto University
Oct 7, 2009:	Business Conference
Oct 8, 2009:	Business Labs (company case workshops for participants)

Note:

ALL presenters and participants, including presenters from companies, have to register for the conference and pay the full registration fee (50% discount for students with student ID). There are no exceptions.

MCPC 2009 Chairs and Committees

Conference General Chair:

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Mikko Ruohonen, University of Tampere
Marko Mäkipää, University of Tampere
Reijo Tuokko, Tampere University of
Technology
Matti Sievänen, Tampere University of
Technology



Selected Track and Topic Examples

Systems thinking, architectures and platforms

- design and operational system architectures,
- creation of product models and product families
- management of the product life cycle
- various configuration systems and methods
- product customization and variety management
- the role of IT in architecture building (PDM, ERP, CRM etc)
- capabilities to create, sell, and maintain MCP systems
- inter-organizational aspects of MCP platforms

Business models design and implementation for MCP

- management and use of established models in marketing and operations management for MCP
- emerging new business models and cases
- networked businesses and MCP
- evolution of MCP thinking towards organizational, value network and industry level thinking
- success factors for a comprehensive MCP strategy planning and implementation
- emerging role of value system integrators

Product, service and experience customization approaches

- Mass customization vs. personalization of services
- Service portfolios, service evolution and multi-channel management
- Extending to experience economy thinking
- Configuration toolkits for service customization
- Service strategies and service operations management

Product/Service customizability

- Bundling products and services
- Customer driven businesses
- Embedded flexibility of products
- Linking customer relationships to product/service development
- Cost management of adaptability
- Technical challenges in balancing the trade-off between performance (cost) and adaptable capabilities
- Human- service system interfaces to utilize a product and service features
- The role of software in service development
- Customizing mobile services and localizing environments
- Green products and sustainable product development

User and community centered co-creation & innovations

- The role of lead users and social communities for MCP
- Personalization as a key strategic issue
- Customer interactions as a source for renewing services and experiences
- Exclusiveness or non-exclusiveness of shared experiences
- Business opportunities of communities to develop new mass customization and personalization offerings

Going towards total customer management; emotions, experiences, and joy of life

- Mass customization for living experiences
- The role of emotions and living worlds
- Customer loyalty programs and MCP
- Successful applications in providing premium products and services for customers
- The joy of co-designing your life
- Challenge of authenticity
- Managing both customer and MCP life cycle
- Willingness to pay for personalized offerings
- Materialistic vs. sustainable values in MCP

Methodologies for choice, complexity and simplicity

- Steps or phases of mass customization
- Rules, techniques and methods for simplifying MCP
- Avoiding confusion in mass customization
- Navigation and other learning tools for solution space search
- Educating and promoting the creativity of users, customers and partners

Configuration systems and rule sets

- Analysis of configurators with constraints and rules
- Creative user interfaces and learning systems with more tangible and intuitive features
- Linking and embedding configurators
- Integration of configurators to legacy systems
- Co-configuration approaches

New manufacturing thinking and personal fabrication

- Innovative manufacturing concepts allowing flexibility
- Managing distributed and centralized manufacturing approaches
- Rapid manufacturing
- Micro manufacturing
- From flexible factories to agile manufacturing networks
- Evaluation and cost management of customized manufacturing
- Co-evolution of mass production and mass customization

Contradictions and open questions in mass customization

- Relationship of simplicity to complexity in MCP
- Standardization and/or customization; defining the borders
- Distance of user innovation and customized configuration
- Societal and environmental arguments for mass customization
- Ethical issues in mass customization
- Customers real power and influence in mass customization
- Mass customization for any business
- Self-expression and limits of individualization

Education & learning for MCP

- Education and programs for students in MCP
- Vocational and professional development in MCP
- Interdisciplinary nature of MCP teaching
- Problems of implementing MCP programs
- Teaching and training cases
- Fostering organizational learning of MCP

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Mass customization in practice

This topic area is open for submission of acting managers and entrepreneurs from mass customization and personalization businesses. We ask for presentations which do **not** focus on presenting just your company or business idea, but on sharing your experiences and success factors of executing MCP as a co-creation process. Presentation proposals should follow the general guidelines for submission (extended proposal introducing your mass customization offering, the focus of your talk, and some of the key results you plan to present).

Mass Customization Case Studies

We invite submissions of case studies dealing with mass customization and personalization. Cases must be original work based on real events, people, and organizations. They must be accompanied by a teaching note and not have been previously published or accepted for publication.

Authors of the best cases will be invited to submit their work to a special issue of selected journals of the conference. Cases should be submitted with the online submission system and authors must follow the MCPC paper submission process and deadlines.

Special Sessions & Business Themes

There is a magnitude of examples and applications of MCP in a number of industries. The MCPC 2009 does not focus on one particular industry, but wants to provide a platform to exchange ideas beyond disciplines and industry borders. We are however interested in applications and examples in the following industries or fields where we recently see a lot of interesting evolution in MCP:

- Electronics, software, telecom & ICT-based services
- Architecture, design and construction
- Machinery and engineering
- Entertainment and hospitality
- Games and media
- Health services & products
- Retailing