



Conference Venue - Aalborg, Denmark



Conference Host - Mass Customization Group, Department of Mechanical and Manufacturing Engineering, Aalborg University, Denmark.



The Legacy - Twenty years ago Mass Customization was acknowledged as the “*New Frontier in Business Competition*”. Ever since, industry has been applying the concept and researchers have developed the topic into a well-established research area and businesses have formed new strategies. More knowledge, methods and technologies are available now than ever before and this conference addresses Mass Customization from a historical perspective, looking at both mass customization in the past 20 years and towards the new frontiers in the 20 years to come.

The MCPC Conference engages academics, business leaders, and consultants to

participate and become engaged in fundamental discussions through a set of plenary presentations, workshops, discussion panels, and paper presentations. Continuing our tradition, we invite contributions from a wide range of specialists.

MCPC 2014 is looking for contributions in cutting-edge research, as well as insightful advances in industrial practice in key areas and invites you to submit your best work, addressing the listed conference topics. Proceedings from the MCPC 2014 conference will be published through Springer.

Draft Program

4th February (Tuesday) - Welcome party (at 19:00)

5th February (Wednesday) - Conference day 1

- Opening session
- Keynote session
- General parallel sessions
- Conference dinner

6th February (Thursday) - Conference day 2

- General parallel sessions
- Keynote session
- Future planning session (scientific committee)
- Closing session
- Farewell party

7th February (Friday) - Industry tour

- Tour to an MC company
- Young researchers night

Important Dates

2013 September 1st: Special session proposal

2013 September 15th: Submission of full paper

2013 November 1st: Review notification

2013 November 17th: Submission of revised paper

2013 November 29th: Early bird registration

2014 February 1st: End of registration

2014 February 4th-7th: Conference

Papers Call & Conference Topics

Conference topics include but are not limited to:

20 Years of Mass Customization - Reflections

- Business Models for MC
- State of the literature
- Review of the practice
- Performance factors of MC
- Future trends and developments
- MCPC Strategy & Capabilities
- Marketing & Consumer Behaviour in MCPC
- MC of services and experiences

Choice Navigation

- Configuration Systems & Toolkits for Co-Design
- Service and experience configuration
- Assortment matching
- Trial and error learning in the choice navigation process
- Embedded configuration
- New product configuration technologies
- Configuration business processes
- Multi stage configuration
- Estimation and calculation of product cost

Product Modelling

- Methods for product family modelling
- Integrated product and production modelling
- Product modeling as a tool for product development, configurator development and production preparation.
- Modelling of complex technical systems
- New applications for product model information
- Service and product modelling

Solution Space Development

- Product Design, Modularity, and Product Platforms for MCP
- Design processes / organization for MCPC
- Product architectures supporting MCPC
- Modularisation and product platforms
- Analysis of product portfolios, variety and architecture

Manufacturing Systems for MCPC

- Robust process design
- Operations management for MCPC
- Supply Chain Management for MCPC
- Flexible automation and reconfigurable manufacturing
- Process Modularity
- Adaptive human capital
- Open Manufacturing & Open Hardware
- Model based manufacturing
- Sustainability and MCPC

3D Printing and Additive Manufacturing for MCPC

- Technology developments in AM
- Materials
- Design for AM
- The Maker Economy
- Business Model Innovation for AM
- Open Data and Open design

MCPC Applications

- Service industry
- Engineer to Order usage of MC
- Architecture & Construction
- Apparel & Footwear
- Industrial Design & Art
- Aerospace and automotive
- Practitioners cases and experiences

Open Innovation

- Open Innovation Strategy & Capabilities
- Open Innovation Methods & Tools
- User Innovation & Customer Co-Creation
- Open Business Models

Full papers as well as extended abstracts or short papers are welcome. Papers will be blind peer-reviewed. Full papers can be up to 8 pages in length. Proceedings with full papers will be published through Springer and will be available on Springerlink. Extended abstracts, short papers and keynote abstracts will be published otherwise. Participants will receive copies. For instructions about paper submission, see the conference web site.

Special Sessions Call

Research progress is found by joining forces, joining forces can be accomplished with corporation, and corporation is found when researchers are networking. MCPC 2014 aims to be one of those and to reach such goals we need you to assist special sessions. We urge all to come forward with ideas for special session which supports networking in particular, of course other special sessions ideas are most welcome. Especially, we call for sessions with substantial demonstrations of significant successful business practices and insights.

About the MCPC 2014 Conference

The MCPC 2014 is a multi-track conference featuring a combination of high profile keynotes with expert talks, panel discussions, paper sessions, workshops, receptions, and much more. While it is devoted to sharing and discussing the latest research in the field, the MCPC has a strong focus on real life applications. Since its beginning, there is an equal share of participants, practitioners and academics/researchers. This makes the MCPC truly unique among many conferences. It really strives to connect MCPC thought leaders, entrepreneurs, technology developers, and researchers with people applying these strategies in practice.



The previous conferences have been hosted by ...

- 2001: Hong Kong University of Science and Technology, Hong Kong
- 2003: University of Technology Munich, Germany (mcpc2003.com)
- 2005: Hong Kong University of Science and Technology, Hong Kong (mcpc2005.com)
- 2007: M.I.T., Cambridge, MA (mass-customization.de/mcpc07)
- 2009: Aalto University, Helsinki, Finland (mcpc2009.com)
- 2011: UC Berkeley, San Francisco, USA (mcpc2011.com)



Organizing Committee

Kaj A. Jørgensen
 Kjeld Nielsen
 Thomas D. Brunoe
 Stig B. Taps
 Poul H. K. Hansen
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