

# MCPC 2003 Conference Program

**October 6, 2003 (Monday)**  
TUM City Campus

14:00 – 18:00	<b>Pre-Conference Workshop: "Why customized shoes do not always fit ..."</b> Case studies: <b>Johannes Steuerwald</b> , Creo; <b>Christoph Berger</b> ; miAdidas Facilitators: <b>Frank Piller</b> , TUM; <b>Mitchell Tseng</b> , HKUST	TUM City Campus Extra Registration required
18:00 – 19:30	<b>Welcome Reception</b>	TUM City Campus
19:30 - open	<b>Networking &amp; Community Reunion Dinners</b> Use our nightlife configurator to find the best matching group	Munich City; self organized; ideas and match making will be provided

**October 7, 2003 (Tuesday)**  
TUM Garching Campus

08:00 - 09:00	<b>Conference Registration</b>					Lobby
09:00 – 10:00	<b>Conference Opening and Introductions by</b> Dr. Keidel, Vice President of the TUM Prof. Reichwald, Dean of TUM Business School & MCPC 2003 Co-Chair Mitchell Tseng & Frank Piller, MCPC 2003 Conference Co-Chairs					Big Conference Hall
10:00 – 11:00	<b>Opening Plenary Session: Academic Keynotes</b> <b>Session Chair: Ralf Reichwald</b> Nikolaus Franke; Vienna University of Economics and BA: "From Mass Customization to User Driven Innovation" Arie Segev; University of California Berkeley: "Back to the Future: Beyond Mass Customization and Personalization"					Big Conference Hall
11:00– 11:15	Coffee Break					
	Tracks / Sessions (for rooms see handout at conference registration)					
11:15 – 12:45 Conference Stream I	<a href="#">User Driven Innovation I</a>	<a href="#">Customer Interaction Behavior I</a>	<a href="#">MCP Strategies and Economics I</a>	<a href="#">MCP Product Design I</a>	<a href="#">MCP Manufacturing and Logistics I</a>	<a href="#">MCP Research in Fashion &amp; Footwear Industry I</a>
12:45 – 14:00	Lunch, Exhibition and MC Demonstrations					
14:00 – 15:30 Conference Stream II	<a href="#">User Driven Innovation II</a>	<a href="#">Customer Interaction Behavior II</a>	<a href="#">MCP Strategies and Economics II</a>	<a href="#">MCP Product Design II</a>	<a href="#">MCP Manufacturing and Logistics II</a>	<a href="#">MCP Research in Fashion &amp; Footwear Industry II</a> <a href="#">MCP Research in Various Industries I</a>
15:30– 16:00	Coffee Break					
16:00 – 17:30 Conference Stream III	<a href="#">MCP Information Systems I</a>	<a href="#">CRM and Branding for MCP</a>	<a href="#">MCP and Sustainability</a>	<a href="#">MCP Product Design III</a>	<a href="#">MCP Manufacturing and Logistics III</a>	<a href="#">MCP Research in Fashion &amp; Footwear Industry III</a>
17:30 – 18:30	<b>Academic Panel: Future Directions for MC Research</b> Panelists: Rebecca Duray, USA; Bart MacCarthy, UK; Bernd Skiera, DE; Paul Zipkin, USA; Michael Zäh, DE Inauguration of "The International Institute of Mass Customization" - a Society for MC Research					Big Conference Hall
19:30 -23:30	<b>Official Conference Dinner and Reception of the Lord Mayor of Munich</b>					Old Town Hall, Munich, Marienplatz

**October 8, 2003 (Wednesday)**

TUM Garching Campus

09:00 – 10:45	<a href="#">Opening Plenary Session: Management Keynotes</a>			Session Chair: Frank Piller	Big Conference Hall
	<b>Bill Bass</b> ; Vice President Sears Customer Direct and Lands' End: " <b>Lands' End Custom: Changing the Way People Shop for Apparel</b> " <b>Jack Aaronson</b> ; CEO of Aaronson Group, USA: " <b>Personalized User Experiences and Customer Loyalty - Best Practices</b> "				
10:45 - 11:15	Coffee Break				
	Tracks / Sessions		Business Seminar		
11:15 – 13:00 Conference Stream IV	<a href="#">Communities and Personalization in E-Commerce</a>	<a href="#">Product Design IV</a>	<a href="#">MCP Paradigm Shifts I</a>	<a href="#">MCP in the Fashion Industry I</a>	
13:00 – 14:30	Lunch and Interactive Poster Session, Exhibitions				
14:30 – 16:00 Conference Stream V	<a href="#">MCP Information Systems II</a>	<a href="#">MCP Manufacturing and Logistics IV</a>	<a href="#">MCP Paradigm Shifts II</a>	<a href="#">MCP in the Fashion Industry II</a>	
16:00 – 16:15	Coffee Break				
16:15 – 17:15 Conference Stream VI	<a href="#">MCP Case Studies - Various Industries II</a>		<a href="#">MCP between Myth and Reality</a>		
17:15 – 18:30	Executive Panel: Leading MCP to a mainstream business application				Big Conference Hall
20:30 - open	"Customize your Nightlife": Use our nightlife configurator to discover Munich in peer groups				

**October 9, 2003 (Thursday)**

TUM City Campus

09:30 – 14:30	<b>Post-Conference Workshop:</b> <b>"The World's First MC Business Game":</b> ELISA Efficient Logistics for Individualized Standard Applications Facilitators: Ralph Seelmann-Eggebert and Benjamin Körber; Fraunhofer IFF Magdeburg	TUM City Campus
---------------	---	-----------------

**Updates and Changes (download an updated version of the proceedings at [www.mcpc2003.com/upload](http://www.mcpc2003.com/upload) )****The following presentations were added or moved to another session:**

- **Ax, C.:** Massschu.de: a network of craft businesses in the footwear industry ..., **new:** Track "MCP Research in Fashion...", **Session II**, Oct 7, 14:00-15:30
- **Chan, B. S. L.; et al:** Myths of dream building: Apply MC to high-rise residential building, **new:** Track "MCP case Studies", **Session II**, Oct 8, 16:15-17:15
- **Deger, R. / Nahidi, M.:** Profitable and managable product variation: Engineer to order ... , now: Track "MCP Product Design", **Session II**, Oct 7, 14:00-15:30
- **Frank, S:** An Integrated Service Center for Production of Individual Serial Goods - now: Track "MCP Strategies & Economics", **Session II**, Oct 7, 14:00 - 15:30
- **Mann, D:** 40 Inventive Mass Customization Strategies - now: Track "MCP case Studies", **Session II**, Oct 8, 16:15-17:15
- **Reichwald, R.; Meyer, A.; Walcher, D.; Kunz, W.:** Customer Integration into Innovation Processes: Implications from B-to-B and B-to-C Cases **new** in Track "User Driven Innovation", **Session II**, Oct 7, 14:00 - 15:30
- **Schiegg, P. et al.:** Configuring Consumer-Demand Driven Supply Networks in Made-to-Fit Fashion, now in **Session III** of Track "MCP Research in Fashion ..."

**The following papers were withdrawn by their authors in the last days:**

- Shum, K.L: Product Platform: Its Strategic Implications
- Zha, X.F.: Collaborative Product Development and Customization
- da Silveira Baptista de Figueiredo Marcos, A. M. B.: E-Marketing in the New Economy

## Conference Tracks

### Academic Keynotes (Plenary Session)

<b>October 7, 2003 (Tuesday), 10:00 - 11:00</b>		<b>Session Chair: Ralf Reichwald</b>	<i>Big Conference Hall</i>
10:00	From Mass Customization to User Driven Innovation <i>Franke, N.</i>		
10:30	Back to the Future: Beyond Mass Customization and Personalization <i>Segev, A.</i>		

### Track: User Driven Innovation

<b><u>Session I:</u></b>	<b>October 7, 2003 (Tuesday), 11:15 - 12:45</b>	<b>Session Chair: Dietmar Harhoff</b>	<i>Room No.</i>
11:15	Consumers as Co-Developers - Learning and Innovation Outside the Firm <i>Jeppesen, L. B. ; Molin, M. J.</i>		
11:35	Value Creation by Toolkits for User Innovation and Design <i>Schreier, M.</i>		
11:55	Customization and Innovation – User Innovation Toolkits for Simulator Software <i>Henkel, J.; Thies, S.</i>		
12:15	Toolkits for User Innovation and Design: an Exploration of User Interaction and Value Creation in the Watch Market <i>Franke, N.; Piller, F.</i>		
<b><u>Session II:</u></b>	<b>October 7, 2003 (Tuesday), 14:00 - 15:40</b>	<b>Session Chair: Joachim Henkel</b>	<i>Room No.</i>
14:00	Managerial Perspectives on Virtual Customer Integration: Cognition, Attitude, and Intention <i>Bartl, M.; Füller, J.; Ernst, H.; Mühlbacher, H.</i>		
14:20	Bottleneck or booster of innovations? A study on the innovation activities of retailers in a consumer-goods setting <i>Lüthje, C.; Franke, N.</i>		
14:40	User Involvement: From Ideas Collection Towards a New Technique for Innovative Service Design <i>Le Masson, P.; Magnusson, P. R.</i>		
15:00	Tangible User Interfaces: Using Boundary Objects as interaction elements to improve cognition and modification of digitally visualized products <i>Blazek, P.</i>		
15:20	Customer Integration into Innovation Processes: Practible Implications from B-to-B and B-to-C Cases <i>Reichwald, R.; Meyer, A.; Walcher, D.; Kunz, W.</i>		

### Track: Customer Interaction Behavior

<b><u>Session I:</u></b>	<b>October 7, 2003 (Tuesday), 11:15 - 12:45</b>	<b>Session Chair: Benedict Dellaert</b>	<i>Room No.</i>
11:15	Measurement of Consumer's Individual Search Costs and their Use for Individualized Pricing <i>Spann, M.; Skiera, B.; Schaefers, B.</i>		
11:35	Psychological Customization of Information - Basic Concepts, System Architecture and Applications <i>Saari, T.; Turpeinen, M.</i>		
11:55	Dealing with Learning in E-Commerce Product Navigation and Decision Support: The Teaching Salesman Problem <i>Stolze, M.; Stroebel, M.</i>		
12:15	Evolving New Usage Cultures of Ubiquitous Computing <i>Ikonen, V.; Sotamaa, O.</i>		
<b><u>Session II:</u></b>	<b>October 7, 2003 (Tuesday), 14:00 - 15:30</b>	<b>Session Chair: Benedict Dellaert</b>	<i>Room No.</i>
14:00	Mass Customization and Consumer Behavior: The Development of a Scale to Measure Consumer Customization Sensitivity <i>Guilabert, M. B.; Donthu, N.</i>		
14:20	When Superior is not Good Enough: Satisficing Behavior and Mass Customization <i>Brunner, J.-C.</i>		
14:40	Consumer Decision Making Process in Mass Customization <i>Kurniawan, S. H.; Tseng, M. M.; So, R. H. Y.</i>		
15:00	Modeling the Consumer Decision to Mass Customize <i>Dellaert, B. G. C.; Stremersch, S.</i>		

**Track: MCP Strategies and Economics**

**Session I:** **October 7, 2003 (Tuesday), 11:15 - 12:45** **Session Chair: Rebecca Duray** **Room No.**

- 11:15 Does Mass Customization Increase Corporate Success? An Empirical Investigation  
*Grasmugg, S. L.; Schoder, D.*
- 11:35 Developing Mass Customisation: an Empirical Investigation of the Pertaining market, Organisational and CRM Issues  
*Kardaras, D. K.; Papathanassiou, E. A.; Karakostas, B.; Arkoumani, V.*
- 11:55 The Impact of Workforce Management on the Financial Performance of Mass Customizers  
*Duray, R.*
- 12:15 Knowledge Based Mass Customization Strategies – Cases from Finnish Metal and Electronics Industries  
*Ruohonen, M.R.; Riihimaa, J.; Mäkipää, M.*

**Session II:** **October 7, 2003 (Tuesday), 14:00 - 15:30** **Session Chair: Rebecca Duray** **Room No.**

- 14:00 Dynamic Evaluation of Investment-intense Process Innovations under Cost Aspects - Exemplary Representation by means of the Customer Relationship Management Systems -  
*Mussnig, W.; Mödritscher, G.*
- 14:20 Collaborating for Customisation: a Resource Based Perspective  
*Squire, B.; Brown, S.; Cousins, P. D.*
- 14:40 Strategizing for Mass Customization by Playing the Business Networking Game  
*Hoogeweegen, M. R.; Hagdorn-van der Meijden, L.*
- 15:00 An Integrated Service Center for Producers of Individualisable Serial Products – Applied to Small, Medium-sized and Large Enterprises  
*Frank, S.* (please note: you find this paper is in the "Case Studies from Various Industries" section of the CD Rom)

**Track: MCP Product Design**

**Session I:** **October 7, 2003 (Tuesday), 11:15 - 12:45** **Session Chair: Jianxin Jiao** **Room No.**

- 11:15 Adaptive Design Customization for Mass Customization: A Framework  
*Krishnapillai, R.; Zeid, A.*
- 11:35 A Theory and Method for Combining Multiple Approaches for Product Customization  
*Hernandez, G.; Allen, J.; K. Mistree, F.*
- 11:55 Product Family Configuration Design Evaluation  
*Wang, Y.; Jiao, J.*
- 12:15 Early Evaluation of Product Properties for Individualized Products  
*Pulm, U.; Maurer, M.; Lindemann, U.*

**Session II:** **October 7, 2003 (Tuesday), 14:00 - 15:30** **Session Chair: Mitchell Tseng** **Room No.**

- 14:00 Modeling the Cooperation Relationship between the Product Customer and Die Supplier  
*Tang, D.; Zhou, L.*
- 14:25 Application of the Toyota Production System Principles to Mass Customized Product Engineering  
*Roach, G. M.; Cox, J. J.; Sorensen, C. D.*
- 14:50 Profitable and Managable Product Variation: Engineer to Order Concept for Discrete Manufacturers  
*Deger, R.; Nahidi, M.*

**Session III:** **October 7, 2003 (Tuesday), 16:00 - 17:30** **Session Chair: Bart MacCarthy** **Room No.**

- 16:00 TAPOS – an Approach for Deriving Targets in Mass Customization  
*Burkert, W.-D.; Kontny, H.*
- 16:20 Application of Configurators in Networks - How to Exchange Product Related Knowledge in a Network of Companies  
*Malis, M.; Hvam, L.*
- 16:40 Industrial Configuration Seen in a System Engineering Perspective  
*Schiønning-Larsen, J.*
- 17:00 Matching Configurator Attributes to Business Strategy  
*Bramham, J., MacCarthy, B.*

**Session IV:** **October 8, 2003 (Wednesday), 11:15 - 13:00** **Session Chair: Udo Lindemann** **Room No.**

- 11:15 Development of Design Customization Systems for MC Products  
*Janitza, D.*
- 11:35 Framework for Product Knowledge and Product Related Knowledge which Supports Product Modelling for Mass Customization  
*Riis, J.; Hansen, B. L.; Hvam, L.*
- 11:55 IPS-DFA Methodology toward Increasing the Mass Customization of the Circular Pump Program Variety  
*Cosic, I.; Anisic, Z.; Lalic, B.*
- 12:15 Towards Knowledge-Based Mass Customization: a Framework for on Demand Design (ODD)  
*Tsigkas, A.; Papantoniou, A.; Loumos, V.*
- 12:35 Development of Individualized Mechatronic Products – Rapid Adaptation of Product Properties Due To Individual Customer Demands  
*Baumberger, G. C.; Lindemann, U.; Ponn, J.*

**Track: MCP Manufacturing and Logistics**

<b><u>Session I:</u></b>	<b>October 7, 2003 (Tuesday), 11:15 - 12:45</b>	<b>Session Chair: Ralph Seelmann-Eggebert</b>	<b>Room No.</b>
11:15	Flexible Production and Supply Chain Systems – Generating Value through Effective Customization <i>Schwegmann, V.; Strube, G.; Willats, P.; Linck, J.; Boenigk, A.</i>		
11:35	Key Metrics System for Variety Steering in Mass Customization <i>Blecker, T.; Abdelkafi, N.; Kaluza, B.; Friedrich, G.</i>		
11:55	Model Based Comparative Techno-economical Analysis of Mass Production and Mass Customization Paradigms <i>Shevchenko, A. A.; Shevchenko, O.</i>		
12:15	Mass Customization across the Value Chain <i>Schenk, M.; Seelmann-Eggebert, R.</i>		
<b><u>Session II:</u></b>	<b>October 7, 2003 (Tuesday), 14:00 - 15:30</b>	<b>Session Chair: Ralph Seelmann-Eggebert</b>	<b>Room No.</b>
14:00	Process Planning for Mass Customization <i>Zhang, M.; Chen, Y.; Tseng, M. M.</i>		
14:20	Process Platform Planning for Mass Customization <i>Jiao, J.; Zhang, L.; Pokharel, S.</i>		
14:40	Virtual-Build-to-Order as an Order Fulfilment Model for Mass Customization <i>Brabazon, P. G.; MacCarthy, B.</i>		
15:00	Computer Aided Process Planning as an Enabler for Mass Customization: State of the Art and Future Areas for Research <i>Zaeh, M. F.; Rudolf, H.</i>		
<b><u>Session III:</u></b>	<b>October 7, 2003 (Tuesday), 16:00 - 17:30</b>	<b>Session Chair: Michael Zaeh</b>	<b>Room No.</b>
16:00	Flexible Manufacturing System for Mass Customization Manufacturing <i>Qiao, G.; Lu, R.; McLean, C.</i>		
16:15	Mass Customization Requires Changeable Material Flow Systems <i>Günthner, W. A.; Wilke, M.</i>		
16:30	Adapted Joining Processes for Mass Customization <i>Zaeh, M. F.; Ulrich, C.</i>		
16:45	The Pivotal Role of Rapid Manufacturing in the Production of Cost-Effective Customised Products <i>Tuck, C.; Hague, R.</i>		
17:00	Rapid Manufacturing of Individual Components <i>Harnisch, J.</i>		
<b><u>Session IV:</u></b>	<b>October 8, 2003 (Wednesday), 14:30 - 16:00</b>	<b>Session Chair: Ralf Reichwald</b>	<b>Room No.</b>
14:30	Beyond 'Read a Plant – Fast' (for Lean): Read an Enterprise for Mass Customization? <i>Comstock, M.; Bröte, S.</i>		
14:50	Planning Mini-Factory Structures for the Close-to-Market Manufacture of Individualized Products <i>Zaeh, M. F.; Wagner, W.</i>		
15:10	Qualification of Small and Medium-sized Car Suppliers for Mass Customization due to Suitable Factory, Production, and Logistics Structures <i>Nyhuis, P.; Müller-Seegers, M.</i>		
15:30	Internationalizing Mass Customization - Minifactories as a Transnational Solution <i>Reichwald, R.; Stotko, C.; Seifert, S.</i>		

**Track: MCP Information Systems**

<b><u>Session I:</u></b>	<b>October 7, 2003 (Tuesday), 16:00 - 17:30</b>	<b>Session Chair: Michael Koch</b>	<b>Room No.</b>
15:45	Implications of Mass Customization on Business Information Systems <i>Dietrich, A. J.; Timm, I. J.; Kirm, S.</i>		
16:05	A Project Method for the Personalization of E-Commerce Applications in SMEs <i>Schubert, P.</i>		
16:25	Object Oriented Product Meta-Model for the Financial Services Industry <i>Wimmer, A.; Mehla, J. I.; Klein, T.</i>		
16:45	Production and Distribution of Personalized Information Services Employing Mass Customization <i>Ritz, T.</i>		
<b><u>Session II:</u></b>	<b>October 8, 2003 (Wednesday), 14:30 - 16:00</b>	<b>Session Chair: Torsten Blecker</b>	<b>Room No.</b>
14:30	The IT Architecture to Support an Extended Enterprise Offering Mass Customized Products <i>Warschat, J.; Kürümlüoğlu, M.; Nøstdal, R.</i>		
14:50	Intelligent Agent to Support Virtual Enterprise for Rapid Tools and Dies Making <i>Kam, J. J.; Tu, Y. (P.)</i>		
15:10	Multi-Agent Systems in Internet based Production Environments — an Enabling Infrastructure for Mass Customization <i>Blecker, T.; Graf, G.</i>		
15:30	Architecture of a Real-time Shop Floor Information and Control System <i>Langeland, B.; Holm, H.</i>		

**Track: CRM and Branding for MCP**

<b>Session I:</b>	<b>October 7, 2003 (Tuesday), 16:00 - 17:30</b>	<b>Session Chair: Bernd Skiera</b>	<b>Room No.</b>
16:00	Branding in Times of Mass Customization <i>Rieck, G.</i>		
16:25	Optimising the Brand-to-Brand Customer Interface through the Brand Association base <i>Uggla, H.</i>		
16:50	Customer Relationship Personalization on the Internet: A Conceptual Framework <i>Abidi, A.</i>		

**Track: MCP and Sustainability**

<b>Session I:</b>	<b>October 7, 2003 (Tuesday), 16:00 - 17:30</b>	<b>Session Chair: Gerd Rainer Wagner</b>	<b>Room No.</b>
16:00	MCP and Sustainability <i>Wagner, G. R.</i>		
16:20	The Relevance of Recovery Economy to Mass Customization and Personalization <i>Souren, R.</i>		
16:40	Quantifying the Eco-Efficiency of MCP <i>Letmathe, P.</i>		
17:00	Technofactory versus Mini-Plants: Potentials for a Decentralized Sustainable Furniture Production <i>Steffen, D.; Gros, J.</i>		

**Track: Communities and Personalization in E-Commerce**

<b>Session I:</b>	<b>October 8, 2003 (Wednesday), 11:15 - 13:00</b>	<b>Session Chairs: Petra Schubert; Michael Koch</b>	<b>Room No.</b>
11:15	Support for Online Configurator Tools by Customer Communities <i>Leckner, T.</i>		
11:35	Recommendations in Product Personalization: an extended Example of Pipelined Filter Combinations <i>Renneberg, V.; Borghoff, U. M.</i>		
11:55	Product Configurators in Electronic Commerce – Extension of the Configurator Concept towards Customer Recommendation <i>Hansen, T.; Scheer, C.; Loos, P.</i>		
12:15	IT in the Leisure Industry? <i>Hampe, F. J.; Schönert, S.</i>		
12:35	Personalization of Public Profiles in Virtual Lifestyle Communities: the Case of 'jetzt.de' <i>Tasch, A.; Brakel, O.; Ihl, C.; Kerl, R.</i>		

**Track: MCP Research in the Fashion & Footwear Industry**

<b>Session I:</b>	<b>October 7, 2003 (Tuesday), 11:15 - 12:45</b>	<b>Session Chair: Claudio Boër; Sergio Dulio</b>	<b>Room No.</b>
11:15	The Euro Shoe Projekt: Europe's Largest MCP Research Project <i>Boër, C. R.; Dulio, S.</i>		
11:35	Mass Customized Shoe Lasts <i>Denkena, B.; Scherger, S.; Lünemann, M.</i>		
11:55	Mass customization of shoes by automatically finding best-fitting shoes <i>Grabowski, H.; Lossack, R.-S.; Wunsch, M.</i>		
12:15	An Augmented Reality System for the Customised Shoe Shop <i>Mottura, S.; Sacco, M.; Greci, L.; Boër, C. R.</i>		
<b>Session II:</b>	<b>October 7, 2003 (Tuesday), 14:00 - 15:30</b>	<b>Session Chair: Claudio Boër; Sergio Dulio</b>	<b>Room No.</b>
14:00	Affordable 3D Scanning for Customizing Ski Boots <i>Rutschmann, D.</i>		
14:20	Overcoming the Design vs. Fit Paradox of Women's Shoes <i>Kieserling, C.; Müller, M.; Rogoll, T.; Reichwald, R.</i>		
14:40	Rearranged Business Model - the Left Foot Company <i>Pentikäinen, R.</i>		
15:00	Massschuh.de: a sustainable approach to footwear MC <i>Ax, C.</i>		

**Track: MCP Research in the Fashion & Footwear Industry (Contd.)**

<b><u>Session III:</u></b>	<b>October 7, 2003 (Tuesday), 16:00 - 17:30</b>	<b>Session Chair: Claudio Boër; Sergio Dulio</b>	<i>Room No.</i>
16:00	Configuring Consumer-Demand Driven Supply Networks in Made-to-Fit Fashion Sector <i>Schiegg, P.; Garg, A.; Roesgen, R.; Toscano, C.; Ferreira, J. J. P.; Rabelo, R. J.; Klen; A. P.</i>		
16:20	Knitwear Customisation as Repeated Redesign in the Fashion Industry <i>Eckert, C.; Stacey, M.</i>		
16:40	Study on Adjustable Running Shoes Containing a Retailer Based Mass Customization Concept <i>Welsch, J.</i>		
17:00	Application of Product Family to Facilitate the Collaboration between Buyers and Designers in the Footwear Industry <i>Ho, Y. N. Y. ; Zeng, V. Q. L.; Tseng, M. M.</i>		

**Track: MCP Case Studies from Various Industries**

<b><u>Session I:</u></b>	<b>October 7, 2003 (Tuesday), 14:00 - 15:30</b>	<b>Session Chair: Robert Freund</b>	<i>Room No.</i>
14:00	Refining the Product-Process Matrix from Mass Customisation - A Study of Packaging Carton Industry in China <i>Fang, E. A.; Bates, H.</i>		
14:20	Mass Customization of Nutrition Supplements - A Concept of Customer Oriented Production and Innovative Technology <i>Lang, J.</i>		
14:40	Creation of Modular Product Solutions - Three Case Studies from the Finnish Project Industry <i>Hellström, M.; Westerholm, T.; Wikström, K.</i>		
15:00	Mass Customization and Personalization in Adult Education and Training <i>Freund, R. J.; Piotrowski, M.</i>		
<b><u>Session II:</u></b>	<b>October 8, 2003 (Wednesday), 16:15 - 17:15</b>	<b>Session Chair: Christof Stotko</b>	<i>Room No.</i>
16:15	Pseudo-Relationships - The Use of Mass Customized Techniques in Personalized Service: A Case Study of Entertainment Coordinators <i>Crick, A. P.</i>		
16:30	40 Inventive Mass Customization Strategies <i>Mann, D.</i>		
17:00	The Influence of Individualization and Situation on Information Demands of Employees <i>Suessmilch-Walther, I.; Gillessen, S.</i>		
16:45	Myths of dream building: Apply Mass customization Technique into high-rise residential building <i>Chan, B. S. L.; Siu, P. P. W.; Wallmark, T.; Tseng, M.M.</i>		

## Management Keynotes (Plenary Session)

October 8, 2003 (Tuesday), 09:00 - 10:45

Session Chair: Frank Piller

Big Conference Hall

- 09:00 Introduction (*F. Piller*)
- 09:10 Lands' End Custom: Changing the Way People Shop for Apparel  
*Bass, B.*
- 09:50 Personalized User Experiences and Customer Loyalty - Best Practices  
*Aaronson, J.*
- 10:30 Open Discussion and Feedback from the Audience

## Business Seminar: MCP Paradigm Shifts

### Session I:

October 8, 2003 (Wednesday), 11:15 - 13:00

Session Chair: Bernd Skiera

Room No.

- 11:15 Enabling Mass Customization by Laser Sintering: From R&D to Manufacturing  
*Junior, V.*
- 11:45 Effectively Satisfying Individual Customer Needs  
*Hoelscher, R.*
- 12:15 Sandvik „Tailor Made“: Process Control in a Globally Linked MC Production  
*Henseler, U.*

### Session II:

October 8, 2003 (Wednesday), 14:30 - 16:00

Session Chair: Bernd Skiera

Room No.

- 14:30 Mass Customization and Mass Production at Lego - Balancing the Portfolio  
*Hansen, M. W.; Hansen, P. K.*
- 15:00 CRM and Personalization: Cases from the Teradata Center for CRM at Duke University  
*Siang, S.*
- 15:30 Mass Customization at Dell  
*Massenet, R.*

## Business Seminar: MCP in the Fashion Industry

### Session I:

October 8, 2003 (Wednesday), 11:15 - 13:00

Session Chair: Michael Yee

Room No.

- 11:15 The Configurator: Create Your Identity, Create Your Product  
*Guay, L.*
- 11:45 3D Bodyscanner Technology - Made to Measure Solutions  
*Heyd, J.-L.*
- 12:15 Bodyscanning in Retail Stores -Innovative Business and Payment Models  
*Seidl, A.*

### Session II:

October 8, 2003 (Wednesday), 14:30 - 16:00

Session Chair: Michael Yee

Room No.

- 14:30 Applying Mass Customization Techniques into Mass Production Apparel Business  
*Yee, M.; Wai, W. W. K.; Ng, M. S. T.; Au, R. W. Y.; Tseng, M. M.*
- 15:00 Retail Challenges and Opportunities by Business Services for Mass Customization  
*Possen, B.*
- 15:30 Shirtsdotnet.com: Collaborative Platform for e-Custom Fit Apparel  
*Byvoet, M.*

## Business Seminar: MCP between Myth and Reality

### Session I:

October 8, 2003 (Wednesday), 16:15 - 17:15

Session Chair: Frank Piller

Room No.

- 16:15 Mass Customization as a Paradigm Shift  
*Heinen, Y.*
- 16:45 The Myths Behind the Realities of MC  
*Fralix, M. T.*

# The 2003 World Conference on Mass Customization and Personalization

## MCPC 2003 Conference Proceedings Order Form

Contents: More than 120 full papers and presentations from the conference tracks:

### - Plenary Keynotes

### - MCPC 2003 Research Tracks and Papers

- MCP Strategies and Economics
- MCP Product Design
- MCP Manufacturing and Logistics
- MCP Information Systems
  
- User Driven Innovation
- Customer Interaction Behavior
- CRM and Branding for MCP
- MCP Communities and Personalization for MCP in E-Commerce
- MCP and Sustainability
  
- MCP Research in the Fashion & Footwear Industry
- MCP Case Studies from Various Industries

### - Business Seminar Sessions

- Business Seminar Track A: MCP Paradigm Shifts and Enablers
- Business Seminar Track B: MCP in the Fashion Industry
- Business Seminar Track C: Myths and Paradigms of MCP

The CD-Rom contains also copies of the MCPC 2003 Business Seminar handouts. See the presentations of leading MCP executives sharing their mass customization experiences.

Ordering includes also an access key to an update web site with extended versions of the conference presentations (add. 250+ pages!).

Proceedings of the MCPC 2003: *Competitive Advantage Through Customer Interaction: Leading Mass Customization and Personalization (MCP) from the Emerging State to a Mainstream Business Model*

Edited by Frank T. Piller, Ralf Reichwald and Mitchell Tseng, with an introduction by B. Joseph Pine II, Munich October 2003.

1500 Pages on CD-Rom plus 80 Pages Booklet with all Abstracts and Full Contents.

### Order Form

Please send to:

Technische Universität München, Dept. AIB  
Frank Piller  
Leopoldstrasse 139  
80804 Muenchen  
Germany

FAX: +49 (0)89 289 24805  
e-mail: [info@mcpc2003.com](mailto:info@mcpc2003.com)

Yes, I order \_\_\_ piece(s) of the Proceedings of the MCPC 2003 (80 page booklet and CD-Rom with more than 120 full papers on 1500+ pages) for the price of **95.00 Euro** plus VAT and Postage (zzgl. 16% MwSt. und Versandkosten).

**Special Offer:** Tick this box if you want to order the 2003 proceedings together with a copy of the **Proceedings of the MCPC 2001** (CD-Rom with more than 70 full papers) for an **additional 30.00 Euro** +tax **only** (MCPC 2001 proceedings alone are priced 95 US\$).

Name:

Company / University / Department:

Address (no post box, please):

Country:

E-Mail:

Signature & Stamp of Organization:

**50 % Student Discount:** If you are a student with a valid ID, please fax us your order and add a copy of your valid student ID to get a 50% discount.

Download full contents and all abstracts of the papers at  
[www.mcpc2003.com/proc.htm](http://www.mcpc2003.com/proc.htm)