

Customization 4.0.

Elevating Mass Customization to a New Level!

About the Conference

Mass customization and personalization (MCP) strategies aim to profit from the fact that people are different. Their objective is to turn customer heterogeneities into opportunities, hence addressing “long tail” business models. The objective of mass customization is to provide goods and services that best serve individual customers’ needs with near mass production efficiency.

But mass customization can go far beyond the sheer individualization of products. The MCPC 2017 wants to stimulate research and practice that see MCP as an opportunity to extend or even revolutionize current business models. The current trends of Industrie 4.0, digital manufacturing, and the rise of smart products allow for a fresh perspective on MCP: Customization 4.0.

The conference also places a new set of values in the center of the debate. A world with finite resources, global population growth, and exacerbating climate change needs smart thinking to engage the most effective capabilities and resources. The MCPC 2017 wants to discuss how Customization 4.0 fosters sustainable development and creates shared value for companies, customers, consumers, and the society as a whole.

Continuing the tradition of this conference series, the MCPC 2017 aims to engage academics, business leaders, and consultants in fundamental debates through various formats: We organize MCPC 2017 as a multi-track conference featuring a combination of high profile keynotes with expert talks, exhibitions, panel discussions, paper sessions, workshops, receptions, and much more.

While the conference is devoted to sharing and discussing the latest research in the field, the MCPC 2017 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. It strives to connect thought leaders, technology developers, and researchers with corporate entrepreneurs putting these strategies into practice.

Pre-Day: 19.11.2017

Pre-Conference Day:

PhD-Workshop at RWTH Aachen University, Project Meetings, Workshops and MCPC Alumni Gathering

Day 1: 20.11.2017

1st Conference Day:

Plenary Presentations;
Networking; Exhibitions;
Parallel Sessions;
Conference Dinner

Day 2: 21.11.2017

2nd Conference Day:

Plenary Presentations;
Networking; Exhibitions;
Parallel Sessions

Conference Venue

RWTH Aachen University is the proud host of the MCPC 2017. With 260 institutes in nine schools, RWTH Aachen University is among the leading European scientific and research institutions. 45,000 students and more than 10,000 academic and supporting staff members build a vibrant community. Recent rankings and international assessments attest to the RWTH graduates' marked ability to handle complex tasks, to solve problems constructively in team work and to take on leadership roles. It is therefore not surprising that many board members of German corporate groups studied at RWTH Aachen.

Many new products and processes originate in Aachen. In the research laboratories and testing facilities of RWTH, for example, the first all-metal aircraft was developed, as was the diesel soot filter. This is where the first wind tunnel and the first particle accelerator stood.

This trend-setting innovative capacity has a long history in Aachen, the City of Science. With more than 1,400 start-ups from RWTH Aachen University, Aachen has become the city with the highest density of university spin-offs and engineering offices in Germany.

Aachen is Germany's westernmost major city at whose city boundaries three nations with three languages converge. The city has a population of 260,000, which includes about 50,000 students and more than 5,000 academic staff from across the world. Its lively student community lends the city just as much character as its history. The historic city center and an abundance of bars, cafés and restaurants combined with the nearby nature parks make Aachen a wonderful place to visit.

Aachen's central location also offers quick access to numerous European cities, such as Amsterdam (227km), Brussels (143km), Köln and Düsseldorf (less than 100km), or Paris (416km).

The venue for the MCPC 2017 is the Pullman Aachen Quellenhof Hotel, a first class hotel with its own hot spring and natural spa: [Monheimsallee 52, 52062 Aachen.](#)

Academic Conference Chairs

Prof. Dr. Frank T. Piller

Director of Technology and Innovation Management Group, RWTH Aachen University

Prof. Dr. Günther Schuh

Director at the Laboratory for Machine Tools and Production Engineering, RWTH Aachen University

Conference Organizing Committee

Stephan Hankammer, Ning Wang

Academic Track Chairs

Christian Gülpen

Industry Track Chairs

Contact

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Call for Paper

For the MCPC 2017, we are looking for contributions in cutting-edge research as well as insightful examples and case studies from business practice. We invite you to submit your work addressing the conference topics listed below. We will give priority to papers on the main theme, although we will also consider papers on related MCP topics. All papers must be written in English.

To offer a balanced conference program, we equally invite papers from practical and academic backgrounds.

- **Academic research for full presentations:** Submit a conceptual, empirical or experimental paper of approximately 5000 words. If the paper is accepted after a blind peer review process, you will be given a 15 minutes slot to present in a conference session. Accepted papers will be published (optional) in a Proceedings book published by Springer and will be available online at Springerlink (full indexed with ISBN, ISSN, and DOI).
Decision to present in this category will be made based on full short papers only. However, you are very much invited to submit an abstract earlier on the theme and method of your research to get an initial informal feedback whether your research fits the focus of this conference.
- **Academic research for short presentations:** Submit an extended abstract / short paper of approximately 1000 words. If the paper is accepted after a blind peer review process, you will be given, in addition to a space in the poster exhibition, a slot at a breakout session to present your key ideas in front of a large audience.
- **Practice experiences:** We invite presentations sharing your experiences and learnings on your way to MCP. Please submit an abstract or speaking outline of your presentation. Presentations should not contain any commercial messages, but need to focus on learnings and experiences of building and running a MCP enterprise or business unit. There is no special formatting or space requirement, just submit thoughtfully what the program committee needs to know to evaluate your proposal.

All abstracts submitted should include title, author(s), keywords and a short presentation of the manuscript text (please use the Springer's templates and guidelines at this website: <http://www.springer.com/computer/lncs?SGWID=0-164-6-793341-0>. Although they are prepared for LNCS, they are recommended by Springer for conference proceedings in general.)

All abstracts, along with full (academic) papers must be submitted by using the Online Conference System (OCS) made available by Springer.

The submission system will be opened in April 2017. Once the system is open, create your registration for login, enter the required data about your paper, and upload a PDF copy of your paper. For the final upload, the "Consent to Publish" must be filled.

We will publish the Proceedings in cooperation with Springer. All full papers will be available on Springerlink. Short papers and keynote abstracts will be published in a document available to conference attendees.

Conference Topics

Conference topics include but are not limited to:

▪ **Track I: Customization & Personalization via Smart Products**

The rise of smart products enabled by advancements in ICT (e.g. integrated sensors, microprocessors, big data technologies, machine learning etc) lead to a new thinking for MCPC and offer great opportunities for meaningful customization and data-driven service personalization.

Topics in this track include, but are not limited to:

- The Role and Value of Smart Products for MCP
- Co-Creation and User Innovation with Smart Products
- Smart Product Service Systems (Smart PSS)
- Technical Foundations of Personalization via Smart Products
- Data Analytics for Smart Services
- Product platform/ecosystems development

▪ **Track II: Digital Manufacturing**

Digital manufacturing has the potential to fundamentally change the way we make things, challenging current modes of thinking and established theories and practices surrounding the manufacturing firm. Moreover, Digital manufacturing is becoming a core driver of flexibility and ultra-high variety in the firm.

Suitable topics include, but are not limited to:

- Technology Developments in Digital Manufacturing
- Business Model Innovation for Digital Manufacturing
- Glocalization
- Flexible Automation and Reconfigurable Manufacturing
- Process Modularity and Process Platforms
- Product Modularity in the Age of Additive Manufacturing
- Advanced Robotics

▪ **Track III: Sustainability and Mass Customization**

Environmental challenges around the world and the exacerbating climate change have sparked a global debate about ecological thinking and sustainable production and consumption. Companies experience an increasing demand for developing so called “Win-Win-Win”- strategies, which are sustainable in terms of economic, social and environmental aspects. In accordance with this rising challenge, we invite contributions that work out the potential of MCP to be not only an economically but also an environmentally and socially beneficial business model.

Suitable topics include, but are not limited to:

- Economic, Social and Environmental Value of MCP
- Sustainable Supply Chain Management for MCP
- Co-Creation and Sustainable Consumption
- Societal Need Satisfaction through MCP
- Design for Adaptability and Upgradability of MCP
- Sustainable Product Service Systems (Sustainable PSS)

▪ **Track IV: MCPC Success Factors**

In addition to the dedicated themes of the MCPC 2017, we invite submissions also on the evergreen topics of MCP research and practice. This large track also especially invites successful MC entrepreneurs to share their experiences!

Suitable topics include, but are not limited to:

- MCP Best Practices and Business Models
- MCP Strategy, Capabilities, and Organizational Culture
- MCP Marketing and Consumer Behavior
- MCP Operations Management & Logistics
- MCP Configuration Systems and Toolkits for Co-Design
- MCP in Diverse Cultural Settings

Important Dates

Abstract submission: 01 May 2017 (optional, opportunity to get initial feedback)

Acceptance of abstracts: 15 May 2017

Academic paper and practice proposals submission: 01 July 2017

Acceptance of academic papers and practice proposals: 31 July 2017

Deadline for Early Bird Registrations: 30 Sept. 2017

MCPC 2017 Conference: 20-21 November 2017