



MCPC // 2009

MCPC2009 Conference PROGRAM

Pre Conference workshop Sunday Oct 4 2009 Design Factory, Espoo Betonimiehenkuja 5			
12:30	Registration opens at Design Factory		
13:00-15:00	Frank Piller, RWTH Aachen University Fabrizio Salvador, Instituto de Empresa Business School Introduction to MCP: What you really need to know about mass customization and personalization		
15:00-15:30	BREAK Refreshments		
15:30-17:30	Hands on Creativity, Configuration, Customization: Interactive parallel sessions on special MCP topics: Select your speciality and work on it interactively in a small group		
	SESSION 1 Martijn Pater Co-Creation and Co-Design with Consumers	SESSION 2 Fazleena Badurdeen MC Simulation Game	SESSION 3 Mitchell Tseng Building up a Product Family
17:30-18:00	Wrap up: Create questions and agenda for the next conference days		
18:30-21:00	Reception at the WeeGee Exhibition Centre EMMA, Espoo Bus connections		

The World Conference on Mass Customization & Personalization
www.mcpc2009.com



Innovation & Research Conference

Monday Oct 5 2009

TaiK - LUME CENTER, Helsinki

Hämeentie 135, Helsinki

DAY 1 Theme: Applications of MCP

8:15 -9:00	Registration and Coffee				
9:00-9:10	SAMPO Hall Matti Alahuhta, CEO of Kone and Chair of the Aalto University Foundation				
9:10-9:50	Chair: Jarmo Suominen, TaiK, FHI Welcome! Mitchell Tseng and Frank Piller, Conference Program Co-Chairs				
9:50-10:30	Opening Input: Joseph Pine The Future of Mass Customization				
10:30-11.00	Refreshments + coffee, Upper foyer (Lume center)				
11:00-12:20	SESSION 1 room 1 Extending the Foundations of MCP	SESSION 2 room 2 Green Customization: Mass Customization and Sustainability	SESSION 3 room 3 Success Stories: Mass Customization in Practice	SESSION 4 room 4 Personalization in Media Industries	
	Sunikka, Bragge Personalization and mass-customization in the research literature	Chin, Smithwick Environmental Impacts of Utilizing Mass Customization: Energy and Material Use of Mass Customization vs. Mass Production	Zimmermann Success Story d o m	Töyry, Helle Media concepts and mass customization	
	Daaboul, Bernard, Laroche Implementing Mass Customization: Literature Review	Beutin, Mekwinski Converging Cross-Industry Innovation Management - Example Green Technology	Sinclair, Campbell From Configuration to Design: Capturing the Intent of User-Designers	Keskinen Beating the down economy - How the understanding of cross-channel purchase behaviour enable success even with lower resources	
	Tsigkas, Papantoniou Theorizing a new Agenda on Mass Customization	Badurdeen, Liyanage, Gupta Product Lifecycle-based Approach to Mass Customization for Sustainable Manufacturing	Wallin Mass-Co-Configuration in Financial Services	Pennanen Contextual and Behavioural Targeting of Content and Ads	
	Joergensen Customization Design - Levels of Customization	Black, Eckert, Watkins, Delamore, Geesin, Harkin Considerate Design for Personalized Fashion: towards sustainable production	Jawecki, Bartl, Füller How to be successful in Co-Creation - The case of Swarovski Elements Gemstone Jewellery		
12:20 -13:15	Lunch, Upper foyer (Lume center)				

The World Conference on Mass Customization & Personalization

www.mcpc2009.com

13:15 -14:00	SAMPO Hall Chair: Frank Piller, RWTH Aachen University				
	KeyNote: Bruce Kasanoff The Emerging Personalization Economy				
14:05-15:25	SESSION 5 (room 1)	SESSION 6 (room 2)	SESSION 7 (room 3)	SESSION 8 (room 4)	
	Customization, Personalization and Co-Creation in Services	Green Customization: Customer Value and the Example of the Building Industry	MCP in the Fashion Industries: Enablers and Applications	Advances in Customer Interaction and Marketing for MCP	
	Miettinen Iteration and co-creation are processes that connect the otherwise broad field of service design	Niinimäki Developing sustainable products by deepening consumers' product attachment through customizing	Mahtinger OptiTex Goes Online	Vibæk User Involvement as a Configurable Integrated Product Delivery	
	Heikkinen, Turkia General and individual requirements in a mobile health service	Thuesen, Jespersen Building a design community for sustainable homes through configuration and open innovation	Kirk Mass customization for a practicing textile designer - empirical research	Chen "Listening In" method to predict consumer purchase likelihood of green cars under mass customization approach	
	Elevant Customization by Sharing Weather Information: A Study on Winter Road Weather Warnings	Piroozfar, Popovic Larsen, Altan Customization in construction industry: Reducing environmental impact while serving the customer	Park, Park, Jeon, Kim, Koh Implementation of i-Fashion	Chi Hypermarket, Fair or Workshop - Customer Involve in Service Sectors	
	Tuokko Competitive Sustainable Manufacturing	Domina, Kinnicutt, MacGillivray Mining the Human Torso: Moving from Mass Customization to Mass Matching	Ono, Endo The Integration of Mass-Customized and Mass-Produced Product Shopping in a Single Website Environment		
15:25-15:45	Refreshments at upper foyer (Lume center) and 8th floor foyer				
15:45 -17:05	SESSION 9 (room 1)	SESSION 10 (room 2)	SESSION 11 (room 3)	SESSION 12 (room 4)	
	Design Thinking for MCP	Mass Customization and Personalization in Architecture & Construction	MCP in the Fashion Industries (II): Design and New Technologies	New Ideas for Customer Interaction and Marketing for MCP	
	Ritola, Alizon, Coatanéa Implementing Mass Customization through Product and Service Platform Strategy	Linner, Bock Smart customization in architecture. Towards intelligent houses and new ways of value creation	Larsson, Peterson One-piece fashion, summary of the Knit-on-Demand project	Merle, St-Onge, Senecal Do I Recognize Myself in this Avatar? An Exploratory Study of Self-Congruity and Virtual Model Personalization Levels	
McGrory Systemic Thinking, Architectures & Integrated Platform Strategies: The Apple Case	Tang, Tseng Economic Analysis of Customized Apartments	Olivato Apparel Customization: Ergonomics, Style and Safety	Dellaert, Haeubl Consumer Decision Processes in Product Search with Personalized Recommendations		

	Chan, Lau Development and Implementation of Product Platform in Small and Medium Size Enterprises	Paoletti Digital fabrication and mass customization in building industry: some recent case studies	Ross, Jenkyn- Jones Same-Sex Suits; Co-design, Style Advice and the identification of the Gay Aesthetic Experience	Steiner, Ihl, Piller Embedded Toolkits: A User Acceptance Study in the Automotive Sector	
	Funke, Keinz, When User Communities break ranks: an exploration of managerial approaches to dealing with undesired behavior	Westerholm Stylemachine - mass tailored apartments		Bachvarov, Maleshkov, Katicic, Stoyanova Product Individualization by the Customer through Virtual Reality Integration	
17:05-17:15	Refreshments at upper foyer (Lume center) and 8th floor foyer				
	SESSION 13 (room 1) Design Thinking for MCP: Setting up the Solution Space	SESSION 14 (room 2) When and where to apply mass customization	SESSION 15 (room 3) Bringing Mass Customization of Apparel to the Next level: EU-Project Symposium	SESSION 16 (room 4) Teaching, Designing and Implementing Mass Customization	SESSION 17 (room 5) Responsive Places for Living Symposium on MCP in Architecture and Construction
	Dhima A Search for the Meaning of Function in Space	Ihl, Piller, Koenig Aligning standard and customized product marketing	SERVIVE: Bringing Mass Customization of Fashion into Mainstream	Walcher Teaching MC - From Ideation to Business Creation	Larson Introduction and overview of strategies for mass customized places of living
	Teich, Kretz, Jahn, Militzer, Neumann Using STEP standardized product data representation for automated process planning	Heiskala, Tiihonen Modeling phenomena for choice navigation of mass customized services	Lindgens, Harzer Market Study: The International Market of Custom Apparel Possen A Business Framework for MC Fashion	Medyna, Coatanéa, Lahti, Howard, Christophe, Brace Creative design: Analysis, ontology and stimulation	Vuola Neapo case
17:15 -18:35	Kostkevicius, Valincius, Dumbliauskas Meta Mass Customization or Engineering of Mass Customization	Heiskala, Paloheimo, Sievänen, Siirilä, Tiihonen Business model view to service mass customization	Lott A pilot of in-store manufacturing of apparel	Pourmohamadi, Saunders Designerly Ways of Customizing	Suominen Strategies for sustainable mass customized cities; user profiling, customer journey and configuration
	Nielsen, Joergensen, Petersen Mechatronics and Mass Customization		OPEN GARMENTS: Consumer-driven Open Manufacturing and Open Innovation of Personalized Garments Dieter Stellmach, Project Manager, DITF Denksdorf Michel Byvoet, CEO, Bivolino.com		Duarte Mass customized housing strategies for Portugal
20:00	Conference dinner at Vanha, Old Student house Doors open at 19:00 at Vanha bar				

Innovation & Research Conference

Tuesday Oct 6 2009

TaiK - LUME CENTER, Helsinki

Hämeentie 135, Helsinki

DAY 2 Theme: Creating the value chain for MCP

8:30 -9:00	Coffee, Upper foyer (Lume center)				
9:00 -9:20	SAMPO Hall Chair: Mitchell Tseng, HKUST				
9:20 -9:40	Key Note: Benedict G.C. Dellaert, Erasmus University of Rotterdam Designing the gateway to product space				
9:40-10:10	Key Note: David Gross, Jeff Beaver, Zazzle, James Johnson, Avery Dennison Collaboration in mass customization: How an innovative MC start-up and a huge industrial incumbent collaborated for a new mass customization offering				
10:10-10:40	Refreshments + Coffee, Upper foyer (Lume center)				
10:40-12:00	SESSION 18 (room 1) MCP in the Fashion Industries: Shoes and Footwear	SESSION 19 (room 2) Configuration and Choice Navigation: Strategic Issues	SESSION 20 (room 3) Beyond MCP: Co-Creation & Open Innovation	SESSION 21 (room 4) Production Networks for Mass customization	
	Dulio, Lodigiani, Brotini Customized luxury men shoes; the Pakerson tailor made project	Piasecki, Hanna Review of B2C Online Product Configurators	Weber Customer involved Open Innovation	Beyer, Poler REPLANET: Resilient Multi-Plant Networks	
	Head, Porter, Summerskill Specifying a system to facilitate the design, by consumers, of personalised running shoes	Fürstner, Anišić Adaptive Product Configurator for Different Level of Customers' Knowledge	Freund Multiple Competencies in Open Innovation Business Model	Saiz Bimatec-Soraluce REPLANET Pilot: Integration of a new product catalogue process generation ...	
	Salles, Gyi The specification of personalized footwear for rapid manufacturing: a pilot study	Haug, Hvam, Mortensen A classification of strategies for the development of product configurators	Wu Co-Design Communities Online: Turning Public Creativity into Sellable and Wearable Fashions	Ihlenburg, Bernas Managing customer interaction in innovation processes with value creation networks	
	Pallari, Jumani, Dalgarno, Woodburn Rapid manufacturing of orthotics and prosthetics -is it a good idea?	Streichbier Identification of De-Facto Standards for Designing the User Interfaces for Web Based B2C Product Configurators	Herd, Bardill, Karmanoglu X-ray specs, stickers and colouring in: Seeing beyond the configurator using design probes	Skjelstad, Armati, Borgonovo Potential for Mass Customization in Norwegian manufacturing industry	
12:00-13:00	Lunch, Upper foyer (Lume center)				
13:00-13:40	SAMPO Hall Chair: Mikko Ruohonen, University of Tampere				
	Key Note: Frank Piller, RWTH Aachen University, Fabrizio Salvador, Instituto Impresa Cracking the Code of Mass Customization				

The World Conference on Mass Customization & Personalization

www.mcpc2009.com

	SESSION 22 (room 1) Capturing Value from MCP	SESSION 23 (room 2) Configuration and Choice Navigation: Setting up the System	SESSION 24 (room 3) Beyond MCP: Co- Creation & Open Innovation (II)	SESSION 25 (room 4) Production Net- works for Mass Customization	
13:45-15:05	Seppänen, Mikkonen, Pynnönen Mass customization for advanced inte- grated offerings to create systemic cus- tomer value	Mäkipää Effect of a sales confi- gurator on sales work – analyzing different sales configurator configurations	Pater Co-creation's 5 Guiding Principles - a Co- creation 'crash course'	Oliveira Governing through trust in 'hidden innova- tion': networks, per- formance, and time	
	Ahoniemi The potentiality of Mass Customization in Asian markets	Risdiyono, Koomsap Crowdsourcing: A Natural Selection for Mass Customization	Hoftijzer The Collaborative Design Lab (The Future Designer)	Cho Mutual Trust and Information Sharing - The Quest for Sustain- ability	
	Petruzzellis, Iudice To brand or not to brand? That is the question. Branding issues in mass custo- mized environments.	Krahtov Flexible Configurator for Production on Demand	Braun, Türtscher Using feedback-process patterns of online user communities as a predictor for later market success of innovations	Saiz, Castellano, Besga, Uribetxeberria Customized Order Fulfillment in a Ma- chine Tool Supply Network	
	Ahonen Sources of Innovative Opportunity and Mass- Customisation – An Analysis of EMF & Health Business Area			Battezzati Flexible configuration of BOM and Production Cycle Times for Mass Customization	
	15:05-15:30	Refreshments at Sampo Lobby and 8th floor lobby			
	SESSION 26 (room 1) CEO's REPORTS: Success stories from running a mass customization business	SESSION 27 (room 2) Configuration and Choice Navigation: Configuring the Configurator	SESSION 28 (room 3) Applications of MCP in Different Set- tings: Finding Com- mon Ground	SESSION 29 (room 4) Production Net- works for Mass Customization: Resources and Ca- pabilities	
15:30-16:50	Goetze PersonalNOVEL - Personalized Literature - Case Study	Haug, Hvam, Morten- sen, Lundvald, Holt Implementation of conceptual product models into configura- tors: From months to minutes	Hou, Lyly-Yrjänäinen, Sievänen, Suomala Managing the Long Tail in Homeware Industry – Understanding the Cost Considerations of Open Innovations	Chatzopoulos, Tsigkas, Papantoniou An Approach of a Flexible Manufacturing Thinking System for Lean-Flow Implemen- tation for Mass Custo- mization industries	
	Renz, Rutschmann Amisura experiences from scaling up a shop-in-shop system for mass customized high performance sports shoes	Piroozfar, Popovic Larsen, Piroozfar Mass matching: Devel- oping a quasi-game toolkit for a customer- driven design process in Building Industry	Saari, Ravaja, Salmi- nen, Rapino, Kallinen A Mobile and Desktop Application for Enhanc- ing Group Awareness in Knowledge work Teams. Implications to Customized within Group Interactions	Salvador, Akpinar, Rungtusanatham Mass Customization Revisited: Disentan- gling the Effects of Resource, Routine and Relational Flexibility	

	Yusel Certusoft Presentation: Customizing Fire Truck Dashboard and Frame Layout	Dressel, Frühwirt Open Toolkit - An Open Source Software System for Building Product Configurators	Saari, Turpeinen, Ravaja Emotionally Adapted Games - An Example of a First Person Shooter	Sippola Manufacturing needs more standards when the customer will have less	
		Curteza, Kalaoglu, Heinen-Foudeh Mass Customization for Persons with Special Needs		Suuronen Tekes funding Concepts of Operations Programme	
17:00-18:00	Panel discussion Conference and Session Chairs, Wrap up Joseph Pine				

The World Conference on Mass Customization & Personalization
www.mcpc2009.com

Business Strategy Seminar
Wednesday Oct 7 2009
HSE Chydenia, Helsinki
 Runeberginkatu 22 - 24, room G-111 / G-112

Co-creating value with customers - setting up the customer centric enterprise

8:30 -9:15	Registration, Coffee
9:15 -9:30	Opening words and Chair: Kristian Möller, HSE
9:30-10:15	CREATIVITY AND CUSTOMER VALUE CO-CREATION Key note: Joseph Pine
10:15-11:45	Panelist 1: Teemu Arina, Dicole Oy Interactive value creation in the age of real-time
	Panelist 2: Harri Oinas-Kukkonen, University of Oulu What if social media were actually mass interpersonal persuasion
	Panelist 3: Raul Lansink, Favela Fabric Customer co-creation starts inside
	Panel Discussion Moderator Christina Forsgård
11.45-12.45	Lunch at Chydenia restaurant + lobby
12:45-13:30	CUSTOMER-CENTRICITY AND CUSTOMIZATION Key note: Louise Guay, My Virtual Model Inc.
13:30-15:00	Panelist 1: Kamel Ouadi, Louis Vuitton
	Panelist 2: Uché Okonkwo, Executive Director & Founder, LUXE CORP and Author of Luxury Online"
	Panelist 3: Philip Rooke, Spreadshirt, VP and Managing Director, Shop Partner and Direct to Customer Business Unit
	Panelist 4: Sandy Carter, IBM Corporation Vice President, Software Group Channels and Social Media Evangelist
	Panel Discussion Moderator Christina Forsgård
15:00-15:30	Refreshments at lobby
15:30-16:15	CONFIGURATION AND NETWORK ORCHESTRATION Key note: Rory Sutherland, Vice Chairman - Executive Creative Director, OgilvyOne Worldwide Ltd. United Kingdom - London Not only enabling choices but improving them
16:15-17:45	Panelist 1: Bo Harald, Tieto We have all the tools for networked business models but they need to be resolutely furthered
	Panelist 2: Johan Wallin, Synocos How orchestration is used to address "grand challenge problems"
	Panelist 3: Jarmo Suominen, TaiK Configuration along the customer journey
	Panel Discussion Moderator Christina Forsgård
17.45-18:00	Wrap Up: Kristian Möller, HSE
19:00	Reception at the Helsinki City Hall

The World Conference on Mass Customization & Personalization
www.mcpc2009.com