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- Zoran Anišić, University of Novi Sad, Serbia

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My Product –  
Center for Product Development  
and Management

University of Novi Sad  
Faculty of Technical Sciences  
Department of Industrial  
Engineering and Management



5th International Conference on  
Mass Customization and Personalization  
in Central Europe (MCP - CE 2012)

# Customer Co-Creation in Central Europe

19 - 21 September 2012  
Novi Sad, Serbia

## Organizing Committee

### Chairman::

Zoran Anišić, University of Novi Sad

### Members::

Danijela Lalić, University of Novi Sad, Serbia  
Nikola Suzić, University of Novi Sad, Serbia  
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## Conference Partners



Republic of Serbia,  
Ministry of Science  
and Technological  
Development



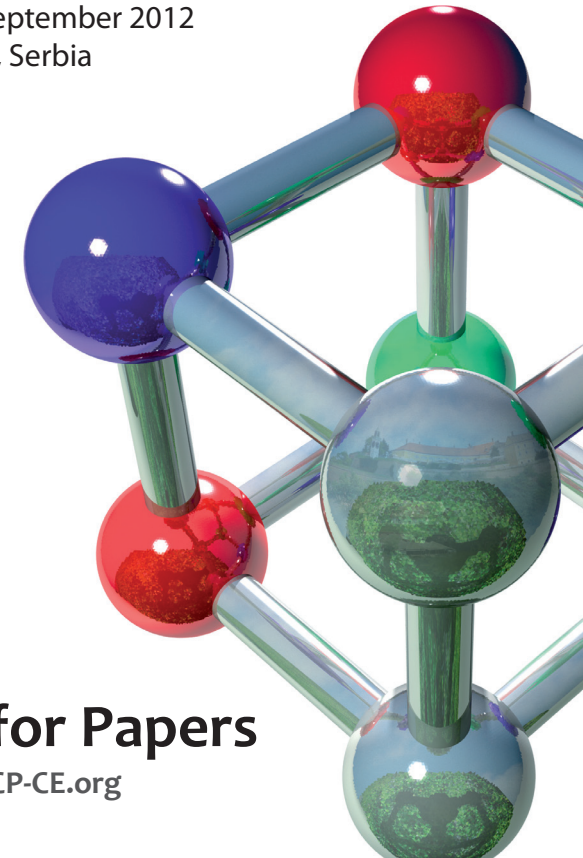
Provincial Secretariat  
for Science and  
Technological  
Development



University of Novi Sad,  
Faculty of Technical  
Sciences, Department of  
Industrial Engineering  
Management

# Call for Papers

[www.MCP-CE.org](http://www.MCP-CE.org)



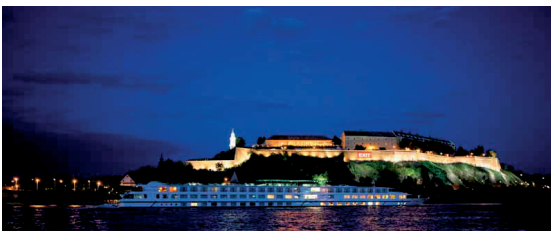


### Conference Venue

City of Novi Sad is located on the river Danube, near the mountain of Fruška Gora with 17 culturally and historically significant monasteries.

The architecture of the city represents a mixture of several different styles. The oldest house "At the White Lion" was built in 1740. The city streets boast several beautiful palaces from the end of the 19th and beginning of the 20th century completing the look of appealing old city center.

The city is surrounded by typical Vojvodinian ranches (salaši), the oases of nature and famous gastronomy offer. In addition, looking over the city stands the 17th century Petrovaradin Fortress (one of the biggest in Europe). The city has numerous museums and is a host of many world famous music festivals and events (EXIT festival among others).



Take an interactive tour of Novi Sad at:  
<http://www.turizamns.rs/en>

### Conference Outline

On behalf of the Organizational Board and Scientific Committee of the **5th International Conference on Mass Customization and Personalization in Central Europe (MCP - CE 2012)**, we cordially invite you to participate and to share your research ideas, efforts and results with other scientists, entrepreneurs and corporate managers, dedicated to the idea of **Mass Customization and Personalization**.

Organized for the fifth time, the biannual MCP-CE conference would like to emphasize the role and importance of **Customer Co-Creation** that offers customers a chance to express their differences, and also an opportunity for innovations and new business models such as **MC** and **Open Innovation platforms**, for sharing designs and developments and benefits from the experiences of others.

Join us in Novi Sad 2012, share your ideas and become a part of our growing community.

### Keynote speakers

<b>Frank Piller</b>	<b>Cipriano Forza</b>
<b>Robert Freund</b>	<b>Marcel Weber</b>

### Topics of Interest (including but not limited to)

- Customer Co-creation in Central Europe
- MC and Personalization
- MC and Customer Relationship Management
- Product and Process Design
- Product Configurators
- Manufacturing and Logistics
- Information Systems (PLM) for MC products
- MC and Services
- MC and Environmental Sustainability
- MC Case Studies: Industrial Goods, Consumer Goods, and Services
- Open Innovation Strategy and Models
- Open Innovation Policy Makers
- Open Innovation Accelerators
- Open Innovation Tool-Kits
- Open Innovation Case studies

### Important Dates

Abstract submission deadline:	23 March 2012
Notification to Authors:	01 April 2012
Final paper submission deadline:	01 July 2012
Final notification:	15 July 2012
Registration and payment deadline:	10 Sept 2012

### Conference Fees

General participation:	280 Euro
Presenters:	250 Euro
Students (B.Sc. or M.Sc.):	150 Euro
Accompanying person:	120 Euro

Conference rates include: workshops, sessions, proceedings, coffee breaks, lunches and banquet.

### Conference Programme

<b>19.09. Tuesday</b>
Pre-conference workshop
Ice breaking MC Party
<b>20.09 Wednesday</b>
Conference opening
Keynote lectures
Plenary Session I
Lunch
Plenary Session II
Official banquet
<b>21.09 Thursday</b>
Plenary Session III
Plenary Session IV
Closing Session & Panel Discussion
Trip to Fruška Gora mountain with lunch