MCP-AP2010
An International Conference on
Mass Customization and Personalization

Date and Venue:
6-9 Dec 2010
National Taiwan University of Science and Technology

Topics of Interest
Topics include, but not limited to:
* Customized Product and Process Design
* Mass Customization Manufacturing and Logistics
* Mass Customization Information Systems
* Mass Customization Communities and Personalization in E-commerce
* Customized Services
* CRM/Branding in Mass Customization
* Mass Customization Case Studies: Industrial Goods, Consumer Goods, Services
* Open Innovation Models
* Open Innovation Case studies
* Mass Customization for Assistive Devices/Technologies
* Technology-enabled Mass Customization
* Strategy-aligned Mass Customization

Special Session Topics
* and Management for Successful Mass Customization, Service/PSS Design
* Advances in MCP Product Design

Journal Sponsorship
* Advanced Engineering Informatics
* Flexible Services and Manufacturing Journal
* International Journal of Computer Integrated Manufacturing (SCI, pending)
* Journal of Intelligent Manufacturing
* Journal of the Chinese Institute of Industrial Engineers
* Journal of Systems Science and Systems Engineering

Call for Papers
About the Conference

The conference is the premier event for the Mass Customization community. The conference engages academics, business leaders and consultants in fundamental debates through a set of plenary presentations, discussion panels, and paper presentations.

Keynote Speakers

Yih-Ping LU
OLE Technology Ltd., Taiwan

Mitchell TSENG
Hong Kong University of Science and Technology, Hong Kong

Frank PILLER
RWTH Aachen University, Germany

Kanji UEDA
National Institute of Advanced Industrial Science and Technology, Japan

Journal Editor Session

Title: Ethical Issues- paper writing and publishing

Prof. Amy Trappey
National Taipei University of Technology, Taiwan

Special Issue Title: “Supply chain and network integration for mass customization and sustainable value systems” (in Journal of System Science and System Engineering and Advanced Engineering Informatics).

Prof. Chih-Hsing Chu
National Tsing Hua University, Taiwan

- Special issue editor on "Mass customization and personalization for product and service design" in Journal of Intelligent Manufacturing
- Special issue editor on "Emerging Management Issues in Mass Customization and Personalization" in Flexible Services and Manufacturing Journal

Dr. Roger Jiao
Georgia Institute of Technology, USA

Prof. Andrew Kusiak
The University of Iowa (to be confirmed)

Prof. Jerry Fuh
National University of Singapore (to be confirmed)

Business Seminar

Claudio BOER
University of Applied Sciences of Southern Switzerland, Switzerland

Yasuyuki CHO
Wacoal Corporation, Japan

Ravindra S. GOONETILLEKE
Hong Kong University of Science and Technology, Hong Kong

Part A
Dec 6-7

Technical Conference
opening, major speech, banquet, technical papers

Part B
Dec 8-9

Business Seminar
and Industry Tour

MCP-AP2010
Secretariat Office

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Organizers

General Chairs
Shuo-Yan CHOU, National Taiwan University of Science and Technology, Taiwan
Mitchell TSENG, Hong Kong University of Science and Technology, Hong Kong
Amy TRAPPEY, National Taipei University of Technology, Taiwan

Program Chairs
Chih-Hsing CHU, National Tsing Hua University, Taiwan
Shana SMITH, National Taiwan University, Taiwan

International Advisory Committee Chairs
Frank PILLER, RWTH Aachen University, Germany
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Sponsors

Taiwan Tech

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