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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Mass Customization in the Building and Construction Industry -- Reconfiguring Variety, Profitability and Postponement for Product Customization with Global Supply Chains -- Mass Customization Challenges of Engineer-to-Order Manufacturing -- An Open-Source Model of Collaboration and Customization in Architecture -- Information-Driven Customization: A Profile Matching Model -- The Potential of Product Customization Using Technologies of Additive Manufacturing -- Conceptual Model for Developing of Platform-centric Production Architectures -- From ETO to Mass Customization: a Bi-Level ETO Enabling Process -- Utilization of Mass Customization in Construction and Building Industry -- Challenges in Choice Navigation for SMEs -- Machine-part Formation Enabling Reconfigurable Manufacturing Systems Configuration Design - Line Balancing Problem for Low Volume and High Variety -- Engineering Change Management and Transition Towards Mass Customization -- The Evolutionary

Process of Product Configurators -- Co-creation and Design Thinking to Envision More Sustainable Business Models: a Prospective Design Approach for Organizational Sustainability of SME Manufacturers -- Mass Customization in SMEs – Literature Review and Research Directions -- Reconfigurable Manufacturing Systems in Small and Medium Enterprises -- KBE-Modeling Techniques in Standard CAD-Systems: Case Study – Autodesk Inventor -- A Business Typological Framework for the Management of Product Complexity -- Cognitive Computing and Managing Complexity in Open Innovation Model -- Combining Configurator 2.0 Software with Designcrowdfunding -- Current Challenges for Mass Customization on B2B Markets -- Does the Size of a Fashion Model on a Retailer's Website Impact the Customer Perceived Attractiveness of the Model and Purchase Intention? The Role of Gender, Body Satisfaction and Congruence -- 'La Chispa de la Ciudad de México': Co-Creation of Organizational Innovations and its Implications for Managing Innovation -- Equity Crowdfunding and the Online Investors' Risk Perception: A Co-created List of Web Design Guidelines for Optimizing the User Experience -- Lean Customization and Co-Creation Supplying Value in Everyday Life -- Modular Standard in Independent Automotive Aftermarket -- Identification of Profitable Areas to Apply Product Configuration Systems in Engineering-To-Order Companies -- Goal-Oriented Data Collection Framework in Configuration Projects -- Minecraft and the Resource-Scarcity Advantage -- Design and Innovation Beyond Methods -- Co-Creation of Experiences in Retail: Opportunity to Innovate in Retail Business -- Proximity Marketing as an Enabler of Mass Customization and Personalization in a Customer Service Experience -- Investigating the Impact of Product Volume and Variety on Production Ramp-up -- Implementing 'Design for Do-it-Yourself' in DesignEducation -- Apparel Technology Integration and Development for Purchase Activated Manufacturing -- Co-Design Visual Displays in Virtual Stores: An Exploration of Consumer Experience -- 7 Steps Manufacturers Must Take to Begin Offering Mass Customization to their Customers.

Sommario/riassunto

This proceedings volume presents the latest research from the worldwide mass customization, personalization and co-creation (MCPC) community bringing together new thoughts and results from various disciplines within the field. The chapters are based on papers from The MCPC 2015 Conference where the emphasis was placed on "managing complexity." MCPC is now beginning to emerge in many industries as a profitable business model. But customization and personalization go far beyond the sheer individualization of products and become an extension of current business models and production styles. This book covers topics such as complexity management of knowledge-based systems in manufacturing design and production, sustainable mass customization, choice navigation, and product modeling. The chapters are contributed by a wide range of specialists, offering cutting-edge research, as well as insightful advances in industrial practice in key areas. The MCPC 2015 Conference had a strong focus on real life MCPC applications, and this proceedings volume reflects this. MCPC strategies aim to profit from the fact that people are different. Their objective is to turn customer heterogeneities into profit opportunities, hence addressing the current trend of long tail business models. Mass customization means to provide goods and services that best serve individual customers' personal needs with near mass production efficiency. This book brings together the latest from MCPC thought leaders, entrepreneurs, technology developers, and researchers that use these strategies in practice.
