

Bridging mass customization
& open innovation



MCPC 2011

PROGRAM OVERVIEW

The 2011 World Conference on Mass Customization,
Personalization, and Co-Creation (MCPC 2011)

Business Seminar, November 16-17, 2011

Innovation & Research Conference, November 17-19, 2011

Conference Venue: **San Francisco Airport Marriot Hotel & Conference Center**

Conference Host: **Garwood Center for Corporate Innovation, University of California, Berkeley**

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The MCPC Conference consists out of two program elements:

- The "**Research and Innovation Conference**" is a **research and application-focused** interactive forum. Presentations are organized in parallel track and provide an in-depth discussion of all topics of the conference theme. **Special showcase sessions** and **showcase symposia** offer a focused perspective on themes and talks especially relevant for **management practitioners**.
- The "**Business Seminar**" provides an **innovative platform for managers doing mass customization and open innovation** as the core of their business. The seminar's foremost idea is to connect managers in peer-to-peer interaction to foster an intense discussion, facilitated by presentations from industry leaders and the seminar faculty.

Host:

University of California
Berkeley
Haas School of Business
Garwood Center for
Corporate Innovation

Academic Co-Sponsors:



MIT Smart
Customization Group



Technology & Innovation
Management Group



Advanced
Manufacturing Institute

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Conference Layout & Program Overview

Nov 15	Evening	Conference Kick-Off: Meet at TechShop in San Francisco for an informal kick off!
Nov 16	MCPC 2011 Business Seminar (I): Focus on Mass Customization and Customer Co-Creation	
	9.00-9.45	<i>Registration & Continental Breakfast</i>
		Opening Presentations: Bridging Mass Customization and Open Innovation <i>The MCPC 2011 Business Seminar kicks-off with an introduction by the conference chairs and two corporate leaders that have pushed mass customization to a new level.</i>
	9.45-11.15	<ul style="list-style-type: none"> • Henry Chesbrough, UC Berkeley and Frank Piller, RWTH/MIT: Bridging Mass Customization & Open Innovation: A framework • Cathy Benko, Vice Chairman, Deloitte U.S. Firms: Mass Career Customization: From Corporate Ladder to Corporate Lattice • Matt Lauzon, Foudner & President, Gemvara: Establishing Mass Customization in a High-End Luxury Market
		Panel Session: Building & Growing a Mass Customization Business <i>In this panel, three experienced entrepreneurs in mass customization will share their best practices on what did work and what not.</i>
	11.15-12.15	<ul style="list-style-type: none"> • Mark Dwight, Founder & CEO, Rickshaw Bagworks: Design for Mass Customization: Real World Approaches for Design and Manufacturing • Anthony Flynn, Founder & CEO, You Bars: Profiting from the Mega-Trend of Food Customization • Josh Elman, Principal, Greylock Partners: Investing in the Customization Trend
	12.15-1.15	<i>Lunch & Exhibition</i>
		Plenary Presentations: Setting Up a Mass Customization System <i>This session will focus on the different business models that are behind the mass customization trend.</i>
	1.15-2.30	<ul style="list-style-type: none"> • Brennan Mulligan, Founder, Skyou: What I Learned from Setting Up Five Successful MC Companies • Karl Berger, VP Engineering, Bene AG: Developing Solution Spaces for MC • Claudia Kieserling, CEO, Selve, and Ilissa Howard, Founder, Milk and Honey Shoes: Establishing a Mass Customization Factory in China
		Panel and Roundtable Interaction: Mass Customization from the Customers' Perspective: Designing Interaction Systems <i>Three rapid panel presentations will provide a lot of inspiration and food for thought for small group discussions with your peers.</i>
	2.45-3.45	<ul style="list-style-type: none"> • Andrew Goldman, VP of Engineering, Fluid, and Rob Jellested, Director of Internet Sales, JELD-WEN Windows: Implementing Mass Customization in an Established Company • Paul Blazek, CEO, cyLEDGE: Crucial Design Elements for Successful Configuration and Interaction • Round table discussion with your peers
	3.45-4.15	<i>Networking Break & Exhibitions</i>



Nov 16
(contd.)

Plenary Presentations: **The Future of Mass Customization: The New Open Manufacturing System**

Additive Manufacturing and the opportunity for every consumer to turn any idea into a product will change not just mass customization, but our dominant perspective of design and manufacturing. Learn the key facts from visionaries and business leaders in this field.

- 4.15-5.45 • **Wim Michiels**, Executive Vice President, **Materialise: The Industrial Revolution 2.0: Personalization through Additive Manufacturing**
- **David ten Have**, CEO, **Ponoko: Building the World's Easiest Making System**
- **Reinhard Poprawe**, Director, **Fraunhofer ILT and RWTH Aachen University: Laser Additive Manufacturing – The Key to the Next Generation of Economic Custom Production**

6.00-7.00 *Cocktail Reception*

Nov 17

MCPC 2011 Business Seminar (II): Focus on Open Innovation and Open Business Models

7.30-8.30 *Registration & Breakfast*

8.30-8.45 **Recap of yesterday and introduction into today's program**
Frank Piller & Mitchell Tseng, MCPC 2011 Program Chairs

Plenary Presentations: **Winning with Open Innovation**

The business seminar today will focus on open innovation. We will start the day by two inspirational keynotes on companies that really "got it" in open innovation and co-creation.

- 8.45-10.15 • **Ashish Chatterjee**, Director Connect+Develop, **Procter & Gamble: Celebrating a Decade of Open Innovation at P&G - Key Lessons**
- **Suzan Briganti, Eyeka / Totem Brand Strategy**, and **Edward Rinker, Clorox: Co-Creation at the Top of the Fortune 500**

10.15-10.45 *Networking Break & Exhibitions*

Plenary Session: **Using Social Media for Customer Co-Creation**

Social media is becoming a core platform for new product & new service development. Learn from the pioneers in this field and discuss how these approaches could work in your company.

- 10.45-12.00 • **John Jacobsen**, Head of Engineering, **Quirky: Social Product Development: Launching a Great New Product Every Few Days**
- **Erica Labovitz**, Director of Marketing, **IndieGoGo: Facilitating Open Innovation with Crowdfunding**

12.00-1.00 *Lunch & Exhibition*

Plenary Presentations: **The Tools for Open Innovation**

Implementing open innovation is not always easy. This session will provide a focused few on approaches and tools to utilize the benefits of open innovation.

- 1.00-2.15 • **Mark Hatch**, CEO, **TechShop: BOOM! An Innovation Explosion: How to Change the World Through Open Access to the Tools of Invention**
- **TJ Giuli**, Ford Research and Advanced Engineering, **Ford Motor Company: Leveraging Open Innovation to Create a Customized Driving Experience**
- **Leah Hunter**, Global Head of Insights and Innovation, **Idea Couture: Making Co-Creation Strategic**



Nov 17 (contd.)	2.15-3.15	<p>Roundtable Interaction: Profiting from Open Innovation and Co-Creation <i>A opportunity to discuss with your peers how to put the ideas from this day into practice, kicked-off by a presentation of one of the key enablers of open innovation.</i></p> <ul style="list-style-type: none"> • Andy Zynga, CEO, Nine Sigma: Making Open Innovation Work • Round table discussions among your peers
	3.15-4.00	Networking Break & Exhibitions
	4.00-5.45	<p>MCPC2011 Keynote Session (open for all participants) <i>This session will provide the latest thinking on mass customization and open innovation, exploring the relationships between both fields. It is open to participants of the Business Seminar and the MCPC Research&Innovation Conference.</i></p> <ul style="list-style-type: none"> • Henry Chesbrough, Professor, UC Berkeley: Open Service Innovation • Jeff Beaver, Co-founder and Chief Product Officer, and Bobby Beaver, Co-founder and Chief Technical Officer, Zazzle: The Future of Mass Customization
	6.00-7.00	Time for face-to-face discussions, networking, or just relax at the waterfront
	7.00-10.30	<p>Conference Dinner and Launch of the ZAZZLE Open Innovation Challenge <i>This dinner will become much more than your regular conference dinner. Expect an exciting evening with entertainment, a great selection of custom surprises, and the launch of the Zazzle Open Innovation Challenge.</i></p>
Nov 18	MCPC 2011 "Research and Innovation" Conference: Plenary Talks (Day I)	
	7.30-6.00	Registration
	8.45-9.00	Introduction into today's program
	9.00-10.15	<p>Plenary Keynote Session 1: What is the State of the Art of Research & Practice in Mass Customization & Open Innovation? <i>Two talks providing a review of these fields to create a common understanding of the latest research and insights for practice.</i></p> <ul style="list-style-type: none"> • Joel West, KGI: Profiting from External Innovation: A Review of Research on Open Innovation • Frank Piller, RWTH/MIT & Fabrizio Salvador, IE Business School: A Matter of Balance – Building the Successful Mass Customization Enterprise
	10.15-10.45	Networking Break & Exhibitions
	10.45-12.15	Parallel Sessions 1-1 – 1-6 – Please refer to conference timetable
	12.15-1.15	Lunch & Exhibition
	1.15-2.30	Parallel Sessions 2-1 – 2-6
	2.45-4.00	Parallel Sessions 3-1 – 3-6
	4.00-4.30	Networking Break & Exhibitions
	4.30-6.00	Parallel Sessions 4-1 – 4-6
	6.00 – open end	<i>Evening on Your Own (we will facilitate dinner meetings with like-minded peers)</i>



Nov 19 MCPC 2011 "Research and Innovation" Conference (Day II)

7.30-4.30 *Registration*

Plenary Keynote Session 2: Finding the Next Opportunities in Mass Customization
Learn from B. Joseph Pine's latest thoughts on the Virtual Multiverse and how it creates the next generation of experiences and customization, followed by a talk by an entrepreneur who puts Joe's thoughts into real life.

8.45-10.15

- **B. Joseph Pine, Strategic Horizons: The Multiverse: Finding the Next Opportunities in Mass Customization**
- **André Wolper, Founder and CEO, embodee: Visualization as an Enabler of Mass Customization: An Apparel story**

10.15-10.45 *Networking Break & Exhibitions*

10.45-12.15 **Parallel Sessions 5-1 – 5-6 – Please refer to conference timetable**

12.15-1.15 *Lunch & Exhibition*

1.15-2.30 **Parallel Sessions 6-1 – 6-6**

2.45-4.00 **Parallel Sessions 7-1 – 7-5**

4.00-4.15 *Networking Break & Exhibitions*

Plenary Keynote Session 3: Setting an Agenda for Research & Innovation
Discuss with your fellow participants your insights from the MCPC 2011 and close the conference with three forward-looking keynotes and a review by the conference chairs that will set the agenda until the next MCPC.

4.15-5.45

- **Vishal Gupta, Elsevier: Wither Scientific Publishing? Collaborative Innovation, Open Platforms and Personalized Workflow Solutions Has an Answer**
- **Kent Larson, MIT Media Lab: Urbanization from a Perspective of Mass Customization and Open Innovation**
- **Mitchell Tseng, Hong Kong University of Science and Technology: Embodying Innovation for Customer Value – Building Bridges Between Mass Customization and Open Innovation**
- **Henry Chesbrough and Frank Piller: Conference Summary and Goodbye**

5.45 *Adjourn*

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Program of the MCPC 2011 Research&Innovation Conference: Bridging Mass Customization and Open Innovation

Nov 17th	MCPC 2011 "Research and Innovation" Conference – OPENING (Thursday)
2.00-6.00	<i>Registration for MCPC 2011 Main Conference Opens</i>
4.00-5:45	<p>MCPC2011 Keynote Session - Joint Session Between the Business Seminar & Research Conference <i>This session will provide the latest thinking on mass customization and open innovation, exploring the relationships between both fields. It is open to participants of the Business Seminar and the MCPC Research&Innovation Conference.</i></p> <p>Open Service Innovation: Henry Chesbrough, UC Berkeley The next generation of open business models for mass customization: Jeff Beaver and Bobby Beaver, Zazzle</p>
7.00-10.30	<p>MCPC 2011 Conference Dinner and Zazzle Innovation Challenge Mass Customization has arrived on the global scene as an emerging industry and a fundamental change in the consumer product experience. So... what's next? Hosted by Bobby & Jeff Beaver from Zazzle, the leading global platform for customization, this event will include captivating presentations and entertainment from innovators in the field, an opportunity to meet many key leaders in the industry, and the official kickoff of the \$1Million Zazzle Innovation Challenge. Join us for an entertaining and thought-provoking adventure into THE FUTURE of customization and commerce, at large!</p>

Nov 18th	MCPC 2011 "Research and Innovation" Conference – DAY I (Friday)
7.30-6.00	<i>Registration</i>
8.45-10.15	<p>Plenary Presentations PLE-1: The State of the Art of Research & Practice in Mass Customization and Open Innovation <i>Two talks providing a review of these fields to create a common understanding of the latest research and insights for practice</i></p> <p>Open Innovation – State of the Art of Research and Practice: Joel West, Keck Graduate Institute of Applied Life Sciences A Matter of Balance – Building the Successful Mass Customization Enterprise: Frank Piller, RWTH/MIT & Fabrizio Salvador, IE Business School</p>
10.15-10.45	<i>Networking Break & Exhibitions</i>

<p>(Nov 18) 10.45-12.15</p>	<p>Session 1-1: Best Practices in MC in the Media Industries – CEO Presentations Chair: Frank Piller (SHOWCASE SESSION) <i>Salon E</i></p>	<p>Session 1-2: Bridging MC and OI Chair: Paul Blazek <i>Salon A</i></p>	<p>Session 1-3: Customer Co-Creation and Co-Design I Chair: Charles Weber <i>Salon B</i></p>	<p>Session 1-4: Open Innovation Strategy and Capabilities I Chair: Joel West <i>Salon C</i></p>	<p>Session 1-5: Design for MC and Personalization I Chair: Mitchel Tseng <i>Salon D</i></p>	<p>Session 1-6: MC and OI in Architecture and Construction I Chair: Poorang Piroozfar <i>Salon Marina del Rey</i></p>
	<p>Mobile Personalization Business-Story of vukee.com - The Feeling, Secrets and Strategy to get Millions of Downloads over iTunes Meik Lindberg</p> <p>PersonalNOVEL: Personalized Books Reloaded Jan-Christoph Goetze</p> <p>Tikatok- Bringing MC to the children’s book market. From launch to Barnes & Noble’s online children’s publishing platform Neal Grigsby</p> <p>Customization for kids starring their lovey / soft-toy Aymeric Malherbe</p>	<p>Fostering Mass Customization adoption through a suitable specialized Open Innovation platform Luca Canetta, Frank Steiner, Frank Piller, Claudio Boer</p> <p>Motives and barriers for bridging mass customization and open innovation in high tech industry Laurent Scaringella</p> <p>Towards Creative Open Innovation Software as Facilitators of Successful Mass Customization Jenny Lundström, Stefan Hrastinski</p> <p>Using Generative Design Technology for Open Innovation Jian You Li</p>	<p>The Future of Crowdsourcing - From Idea Contests to MASSIVE Ideation Johann Füller, Katja Hutter, Julia Hautz</p> <p>Coopetition in virtual communities Vera Blazevic, Sophie Einwächter, Alexandra Gatzweiler, Evalotte Lindgens</p> <p>I Did It Your Way – Drivers of Creativity and Commercialization in User Customization for Others Christoph Ihl</p> <p>The Relevance of Customer Co-Creation of Value for Service Companies: Does Co-Creation enhance Revenues and Satisfaction? Ursula Grisseemann, Nicola Stokburger-Sauer</p>	<p>Open Innovation as a Strategy for New Knowledge Intensive Ventures Astrid Lassen, Maureen McKelvey</p> <p>What Drives Collective Innovation? - Exploring the system of drivers for motivations in open innovation web-based platforms Cinzia Battistella, Fabio Nonino</p> <p>Patients as Innovators: An Open Innovation Perspective on Health 2.0 Christoph Kuenne, Matthias Rass, Sabrina Adamczyk, Angelika Bullinger, Kathrin Moeslein</p> <p>Value in Co-Created Content Production in Magazine Publishing: Case Study of Co-Creation in Three Scandinavian Magazine Brands Tanja Aitamurto, Saara Könkkölä</p>	<p>Design for Mass Customization and Personalization: A Review Roger Jiao</p> <p>Understanding Socio Technical Modularity - reinterpreting modularity from Actor Network Theory Christian Thuesen, Anders Kudsk, Lars Hvam</p> <p>Using Blogs for Product Design in Mass Customization Anders Haug</p>	<p>Opening Innovation in the Built Environment -- Initial Lessons from Denmark Mikkel Thomassen, Rune Westergaard</p> <p>Capturing a \$76bn niche in architectural mass customization: Robotically manufactured tile mosaic Ted Acworth</p> <p>A Digital Platform for Mass Customization of Housing Basem Eid Mohamed</p> <p>Open Innovation and the 'Patent Right' in Design: Striking a Balance Using the Game Theory Poorang Piroozfar, Ghashang Piroozfar</p>
<p>12.15-1.15</p>	<p>Lunch & Exhibition</p>					

(Nov 18) 1.15-2.30	<p>Session 2-1: MC and OI for Business-to-Business Environments Chair: Robert Freund <i>Salon B</i></p>	<p>Session 2-2: Environmental Sustainability and MC I Chair: Ryan Chin <i>Salon A</i></p>	<p>Session 2-3: Open Innovation Accelerators – CEO presentations I Chair: Catharina van Delden (SHOWCASE SESSION) <i>Salon E</i></p>	<p>Session 2-4: Overcoming Barriers for Open Innovation Chair: Pamela Morrison <i>Salon C</i></p>	<p>Session 2-5: Design for MC and Personalization II Chair: Roger Jiao <i>Salon D</i></p>	<p>Session 2-6: MC and OI in Architecture and Construction II Chair: Jarmo Suominen <i>Salon Marina del Rey</i></p>
	<p>The Bright Side and Dark Side of Embedded Ties In Business-To-Business Innovation Benedict Dellaert, Corine Noordhoff, Kyriakos Kyriakopoulos, Christine Moorman, Pieter Pauwels</p> <p>Is MCPC in Business-to-Business Services Different? Lessons and Implications from the Evolution of the Information Industry Jane Robbins</p> <p>Design Configurators in a Project Business Pasi Paunu, Marko Mäkipää</p>	<p>Mass Customization and Sustainability – an Introduction Frank Steiner</p> <p>Is Mass Customization Sustainable? Thomas Petersen, Kaj Jørgensen, Kjeld Nielsen, Stig Taps</p> <p>Proposal of a Reference Framework to integrate Sustainability and Mass Customization in a production paradigm Donatella Corti, Marco Taisch, G. Pourabdol-lahian, Andrea Bettoni, Paolo Pedrazzoli, Luca Canetta</p>	<p>9 Ways To Get Your Team Ready For Co-Creation Martijn Pater, Marieke Streefkerk</p> <p>Open Innovation and Co-Creation: From Single Projects to Long-term Programs Michael Bartl</p> <p>The co-creative organization of the future Nick Coates, Anna Peters</p>	<p>The Not-Invented-Here-Syndrome: an investigation of an important barrier hampering open innovation processes David Antons, Mathieu Declerck, Kathleen Diener</p> <p>Is Not-Sold-Here a "syndrome"? Reasons for limiting outbound open innovation. Antonie Jetter, Pattravadee Ploykitikoon, Charles Weber</p> <p>Back to the Roots of Open Innovation: The Intergroup Bias in the Evaluation of External Ideas Wolfgang Gruel, Christoph Ihl</p>	<p>Product Complexity Impact on Quality and Delivery Performance Jeppe Nielsen</p> <p>Product Platform Design Economics Based on Real Options Roger Jiao</p> <p>Customization and Customer-Product Learning Kaj Joergensen</p>	<p>Expanding the Market for Custom Homes through Mass Customization Tim Russell</p> <p>Adoption of a modular architecture in a prefabricated system for house building in the UK Cecilia G. da Rocha, Carlos T. Formoso, Will Swan, Carl Abbott, Michail Kagioglou</p> <p>Mass Customization in Construction Industry: Closing the gap between design and production Ingrid Paoletti, Elena Magarotto</p>

<p>(Nov 18) 2.45-4.00</p>	<p>Session 3-1: Open Service Innovation and Customization Chair: Christiane Hipp <i>Salon B</i></p>	<p>Session 3-2: Environmental Sustainability and MC II Chair: Frank Steiner <i>Salon A</i></p>	<p>Session 3-3: Open Innovation Accelerators – CEO presentations II Chair: Sabine Brunswicker (SHOWCASE SESSION) <i>Salon E</i></p>	<p>Session 3-4: Smart Transportation Chair: Louise Guay (SHOWCASE SYMPOSIUM) <i>Salon C</i></p>	<p>Session 3-5: Mass Customization, Open Innovation & Leadership I Chair: Ralf Reichwald (SHOWCASE SYMPOSIUM) <i>Salon D</i></p>	<p>Session 3-6: MC and OI in Architecture and Construction (III) Chair: Poorang Piroozfar <i>Salon Marina del Rey</i></p>
	<p>Using Crowd-Wisdom to Predict Market Results and to Co-create Successful New Products Nadine Escoffier, Bill McKelvey</p> <p>Customized Follow-Up after Breast Cancer Treatment: Combining Patient Preferences and Cost Data Benedict Dellaert, Tim Benning, Merel Kimman, Carmen Dirksen, Liesbeth Boersma</p> <p>User Involvement in Service Innovations - Four Case Studies Mari Ainasoja, Eija Kaasinen, Elina Vulli, Minna Kulju, Esa Reunanen, Riina Hautala, Sanna Rytövuori</p> <p>Product Service Systems in the Sports Industry: a Framework for Classification and Innovation in Product-Service Systems Ottar Bakas, Lars Skjelstad, Maria Kollberg, Marco Cristini, Enrico Panni</p>	<p>Modeling Framework to Evaluate Sustainability Performance of Mass Customized Solutions Fazleena Badurdeen, Ken Wijekoon</p> <p>Towards an Integrated Mass Customization and Sustainability Assessment Framework Khaled Medini, Catherine da Cunha, Alain Bernard</p> <p>Supporting Sustainability and Personalization with Product Architecture. Kjeld Nielsen, Kaj Joergensen, Stig Taps, Thomas Petersen</p>	<p>Quebec Seeks Solutions: A unique setup to profit from open innovation Carl Viel, Christophe Deutsch, Philippe Tremblay</p> <p>To Be or Not to Be -- The Magic of Selecting the Right Idea Andera Gadeib</p> <p>The Creative Consumer Anna Peters, Nick Coates</p>	<p>Smart Transportation: Personal and Open – An introduction Louise Guay</p> <p>Four rapid panels: Personalized Transportation: The Experience of Bixi and the Montreal Living Lab Baher Abdulhai (University of Toronto), Michael de Santis (AMT Montreal), Claude Faribault and Louise Guay (Montreal Living Lab)</p> <p>Open Data at BART Tim Moore (Bay Area Rapid Transit)</p> <p>Open Technology for Open Transportation Donovan Corliss (Director of Innovation, Department of Technology, San Francisco)</p> <p>Towards Customized Mobility - From Vision to Reality Wolfgang Gruel (Daimler), Paul Blazek (cyLEDGE), Georg Wagner (spirit design)</p>	<p>Introduction: Mass Customization, Open Innovation and Leadership: Visualizing the Intangibles Ralf Reichwald, Kathrin Moeslein</p> <p>Visualizing the Invisible in MC & OI of Services, Systems and Solutions Kathrin Moeslein, Ralf Reichwald</p> <p>The Open School Concept -- How to Integrate Students more effectively into the University's Business Life? Nizar Abdelkafi, Michael Bartl</p> <p>Activating Brand Ambassadors via Co-Creation Projects Catharina Van Delden, Bernhard Doll, Nancy Wunderlich</p>	<p>Bridging Open Innovation and Spatial Mass-customization in Urban Planning Eric Farr, Poorang Piroozfar</p> <p>Modules in historic building construction according to the Copenhagen Building Code Christian Thuesen, Anders Kudsk, Lars Hvam, Niels Henrik Mortensen</p> <p>Parametric Assistive-Universal Furniture: Crossing the divide between universal and assistive design by developing systems of furniture accommodating users of various abilities and specific physical characteristics in a pre-production environment Kevin Shankwiler, Duane Rollins, Donald Burlock, Russell Gentry</p>
<p>4.00-4.30</p>	<p>Networking Break & Exhibitions</p>					

<p>(Nov. 18) 4.30-6.00</p>	<p>Session 4-1: Service Innovation and Services for Open Innovation & Customer Co-Creation Chair: Solomon Darwin (SHOWCASE PANEL) <i>Salon E</i></p>	<p>Session 4-2: Environmental Sustainability and MC III Chair: Fazleena Badurdeen <i>Salon A</i></p>	<p>Session 4-3: Customer Co-Creation and Co-Design II Chair: Catharina Maracke <i>Salon B</i></p>	<p>Session 4-4: Open Innovation Strategy and Capabilities II Chair: Terry Mughan <i>Salon C</i></p>	<p>Session 4-5: Mass Customization, Open Innovation & Leadership II Chair: Ralf Reichwald (SHOWCASE SYMPOSIUM) <i>Salon D</i></p>	<p>Session 4-6: Consumer Behavior and Managing Choice in MC Co-Design Toolkits Chair: Kate Herd <i>Salon Marina del Rey</i></p>
	<p><i>Opening Talk:</i> The Transformative Power of Service Innovation in Value Chains Kai Engel, Melanie Schmidt</p> <p><i>Panel presentations:</i></p> <p>The market for open innovation: A study of open innovation accelerators Kathleen Diener</p> <p>Changing the Rules of Customer Interaction Geert Rietbergen</p> <p>So, Co-Creation is the Hot New Thing. What Are the Secrets to Using it Successfully, and Why Do it Anyway? Suzan Briganti</p> <p>How Innovative Are Innovation Management Consulting Firms Themselves? Nikolas Beutin, Sven Mekwinski</p>	<p>Smart Customization: The New Driver of Sustainability A Case Study in Custom vs. Standard Men's Dress Shirts Ryan Chin, Daniel Smithwick</p> <p>MCPC: The Enabler to Open the Next Age, It's Opportunity and Challenge, Report from Japan Post 3.11 Earthquake Yasuyuki Cho</p> <p>Customization and Manufacturing Sustainability: General considerations and footwear investigation Luca Canetta, Paolo Pedrazzoli, Marzio Sorlini, Andrea Bettoni, Claudio R. Boer, Donatella Corti</p>	<p>Does Community Co-Design Create Better Products? An Investigation of Consumer Attitudes Juanjuan Wu, Lili Chen, Hye-Young Kim, Kim Johnson</p> <p>Exploring the impact of motivations on the attraction of innovation roles in open innovation web-based platforms Cinzia Battistella, Fabio Nonino</p> <p>Customer Characteristics for Open Innovation: Investigating Motivations, Nature and Lead Userness in Idea Contests Dimitri Schuurman, Peter Mechant, Lieven De Marez</p> <p>Does the Source of Innovation influence Consumers' Product Demand? Lisa Schmidt, Dominik Walcher, Johann Füller</p>	<p>Using Social Media Technologies for Innovation: What Matters? Tammy Madsen, Kumar Sarangee, Jennifer Woolley, Jeanne Bradford, John Carter</p> <p>Customer Co-Creation in Innovations. Design and Development of the 3CI Protocol Marcel Weber, Mathieu Weggeman, Joan van Aken</p> <p>Real-time User Intervention in Games and Simulations: Design Principles of a User Co-creation Framework Erkin Tunca</p> <p>An Empirical Study of Open Innovation Enabling Characteristics in Product Design Chris Xiaoye Zhou, Mitchell M. Tseng</p>	<p>Open Architecture Michael Steinbusch</p> <p>Open Government, Citizen Co-Creation and Gov 2.0: Hype or Revolution? Dennis Hilgers, Michael Steinbusch</p> <p>Visualizing Crowd Intelligence Angelika Bullinger-Hoffmann, Holger Hoffmann</p>	<p>Research findings: What do consumers want from a product customizer? Dave Sloan, Greg Davis</p> <p>Social Integration: Driving Mass Customization Success Amy Lanigan, Dana Yobst</p> <p>Customers as Contributors in Mass Customization: Operationalization of Customers' Productivity in Co-Design-Processes Moritz Wellige</p> <p>Productivity in mass customization: Impacts of interaction channel and customer to customer interaction Stefan Thallmaier, Simon Straßburger, Hagen Habicht</p>
<p>6.00-</p>	<p>Networking Reception, Evening on Your Own (we will facilitate dinner meetings with like-minded peers)</p>					

Nov 19 th	MCPC 2011 "Research and Innovation" Conference – DAY II (Saturday)					
7.30-4.30	<i>Registration</i>					
8.30-10.15	<p>Plenary Presentations 2: The Virtual Multiverse – the next dimension of mass customization and personalization <i>Learn from B. Joseph Pine's latest thoughts on the Virtual Multiverse and how it creates the next generation of experiences and customization, followed by a talk by an entrepreneur who puts Joe's thoughts into real life</i></p> <p>The Multiverse: Finding the Next Opportunities in Mass Customization: B. Joseph Pine, Strategic Horizons Customizing with real-time 3D visualization: An apparel story: André Wolper, Founder and CEO, embodee</p>					
10.15-10.45	<i>Networking Break & Exhibitions</i>					
10.45-12.15	<p>Session 5-1: Advancing Health Care by MC and OI Chair: Stefan Thallmaier <i>Salon E</i></p>	<p>Session 5-2: A Special Focus on Fashion and Sports Chair: Sergio Dulio (SHOWCASE SYMPOSIUM) <i>Salon A</i></p>	<p>Session 5-3: Customer Co-Creation and Configuration Toolkits Chair: Kjeld Nielsen <i>Salon B</i></p>	<p>Session 5-4: Open Innovation Strategy and Capabilities III Chair: Dennis Hilgers <i>Salon C</i></p>	<p>Session 5-5: The Promise and Reality of Additive Manufacturing Chair: Frank Piller (SHOWCASE SYMPOSIUM) <i>Salon D</i></p>	<p>Session 5-6: Value of Mass Customization and Managing Choice Chair: Benedict Dellaert <i>Salon Marina del Rey</i></p>
	<p>The market for innovation in healthcare in Europe: Can open innovation help overcome embedded inefficiencies? Terry Mughan</p> <p>Implementing Additive Manufacturing in the Custom Orthotic industry: Productivity and design implications Javier Munguia, Kenneth Dalgarno</p> <p>Variety Management of Personalized Braided Stents Silke Tomoscheit, Nina Laar, Fabian Schreiber, Annahit Arshi</p> <p>Individual Nutrition - Development and application of a classification system Dominik Walcher, Benedikt Goellner</p>	<p>Why customization of footwear is not fit for masses Sergio Dulio</p> <p>Customization in apparel design Yoram Burg</p> <p>ErtlRenz Sport Shoes World - adapted to improve the customer's performance Dirk Rutschmann, Sven Renz, Wolfgang Richter</p> <p>Customization for Kids - the example of children footwear Dominik Walcher, Josipa Dodig</p> <p>Rapid Turnaround of Custom Apparel Utilizing Low Cost KINECT Body Scanning & 2D/3D CAD Ray Sareen</p>	<p>Customizing Complexity - Lessons learned from Configurator Projects Paul Blazek, Klaus Pils</p> <p>Definition of a Framework for Configuration Klaes Ladeby, Gudmundur Oddsson</p> <p>Collaborative Technology in Online Value Co-Creation: The Emergent Practice of Electronic Mass Customization Krista Palmu, Jerry-Mikael Lindholm, Petri Parvinen</p> <p>Cost and pricing principles for service configurators Matti Sievänen, Mikko Heiskala, Juha Tiihonen</p>	<p>Microtasks for Open Innovation: The Influence of Task Formulation Frank Danzinger, Karl Rabes, Kathrin Möselein</p> <p>A Novel Approach to Analyzing Online Open Innovation Networks Nitin Mayande, Charles Weber, Antonie Jetter</p> <p>Efficient Use of Open Innovation - Relevance of Intraorganizational Trust between R&D and Marketing: An Experimental Approach Ansgar Buschmann, Ann-Marie Nienaber, Bernd Liesenkötter, Gerhard Schewe</p> <p>Applying Lean Principles to the Crowdsourcing Process Lorraine Morgan</p>	<p>Additive Manufacturing: Making Better Design Happen Wim Michiels</p> <p>We should own less but with more value - things we own need to perform better for us: Introducing the Digital Forming technology Assa Ashuach</p> <p>Latest Developments in Additive Manufacturing Technologies Reinhart Poprawe, Ingomar Kelbassa, Wilhelm Meiners, Andres Gasser, Kurt Wissenbach</p>	<p>How to Assess and Increase the Value of a Co-Design Experience: A Synthesis of the Extant Literature Aurélie Merle, Pauline Fatien Diochon, Frances Turner</p> <p>Value of Personalized Products: Modeling the Customer Perception Joanna Daaboul, Catherine Da Cunha, Florent Laroche, Alain Bernard</p> <p>Decision Making Processes Between the Integrated Shopping System and the Exclusive Shopping System Sage Endo, Akinori Ono</p> <p>Mass Customization: What Are We Designing? Kate Herd, Mehmet Karamanoglu, Andy Bardill</p>
12.15-1.15	<i>Lunch & Exhibition</i>					

<p>(Nov 19) 1.15-2.30</p>	<p>Session 6-1: Best Practices in MC and Personalization – CEO Presentations Chair: Thorsten Harzer (SHOWCASE SESSION) <u>Salon E</u></p>	<p>Session 6-2: A Special Focus on Fashion and Sports II Chair: Paul Yuille <u>Salon A</u></p>	<p>Session 6-3: Rapid Innovation and Manufacturing in an International Production Environment I Chair: Mitchell Tseng <u>Salon B</u></p>	<p>Session 6-4: Open Innovation Capabilities I Chair: Kathleen Diener <u>Salon C</u></p>	<p>Session 6-5: The Promise and Reality of Additive Manufacturing II Chair: Alexander Rulkens <u>Salon D</u></p>	<p>Session 6-6: Design Thinking for Open Innovation and Mass Customization Chair: Dominik Walcher (SHOWCASE SYMPOSIUM) <u>Salon Marina del Rey</u></p>
	<p>Case Study: The Transition From Engineer-To-Order to Mass Customization in the Fire/Rescue Industry David Gardner</p> <p>LOFT - a 24x7 Anywhere ShowSalon - Staging a Multiverse Experience Conny Dorrestijn</p> <p>Patterns of Mass Customization: Value Co-Creation with MC in Different Industries Jarmo Suominen</p> <p>Bringing Mass Customization to Home Decor: Loom Décor Ashley Baker</p>	<p>E-Co-Creation for Fashion Jen Ballie, Philip Delamore</p> <p>The Fitting of Pants Bonny Camicino</p> <p>Configurator for Apparel Manufacturing within the Mass Customization Program Jocelyn Bellemare, Serge Carrier, Pierre Baptiste</p> <p>Fitting Shoes Online: A Powerful Enabling Technology to Boost e-Commerce of Personalized and Standard Footwear Sergio Dulio, Fabio Salice, Giuseppe Bernasconi</p>	<p>Introduction into the session Mitchell Tseng</p> <p>Rapid Response Manufacturing in RIO South Texas Region Miguel Gonzalez, Jianzhi Li, Douglas Timmer</p> <p>Experiences in Disburse Engineering Design Education Targeted on Rapid Innovation & Manufacturing Jianzhi Li, John Lloyd, Miguel Gonzalez, Douglas Timmer</p> <p>Information Technology Suitability Index for Mass-customization Douglas Timmer, Miguel Gonzalez</p> <p>Case Studies of Rapid Response Manufacturing in an International Production System Edi Sanjoto, Miguel Gonzalez</p>	<p>Paradigm Shift of Innovation Processes Doris Blutner</p> <p>Management of Uncertainty: The key for Open Innovation Robert Freund, Zoran Anisic</p> <p>Emerging capabilities of open innovation in networks Astrid Lassen, Alexia Jacobsen, Sören Poulsen, Sören Wandahl, Henrik Sørensen</p>	<p>How 3D Printing Influences Customization and User Innovation – the Example of i.Materialise Martijn Joris</p> <p>On-demand digital commercial print services: a mass customization innovation Rick Bellamy, Jun Zeng, Susan Jackson, Robert Mitchell, Sam Comstock, I-Jong Lin, Eric Hoarau, Gary Dispoto</p> <p>A Comparison of Mass Customization Toolkits for Consumer Products Produced by Rapid Manufacturing Guido Hermans</p>	<p>The session consists out of five presentations, followed by a panel discussion: Dominik Walcher, Salzburg University of Applied Sciences: What designers think about Mass Customization and Open Innovation - A recent survey Bernhard Rothbucher, Salzburg University of Applied Sciences: Cultural Customization - A case study research on natural acceptance Minu Kumar, San Francisco State University: Think global, act local - A cross cultural study on aesthetic preferences Christian Jurke, Director Design Strategy, designaffairs: SimuPro – a method to create customer oriented solutions for global markets Blaise Bertrand, Associate Partner, IDEO: Design Thinking - IDEO's method to integrate customers in the design process</p>

<p>(Nov 19) 2.45-4.00</p>	<p>Session 7-1: Strategic Capabilities for Mass Customization Chair: Fabrizio Salvador (SHOWCASE SESSION) <u>Salon E</u></p>	<p>Session 7-2: MC Manufacturing and Supply Chain Management Chair: Dave Gardner <u>Salon A</u></p>	<p>Session 7-3: Rapid Innovation and Manufacturing in an International Production Environment II Chair: Fazleena Badurdeen <u>Salon B</u></p>	<p>Session 7-4: Open Innovation Capabilities II Chair: Dirk Lüttgens <u>Salon C</u></p>	<p>Session 7-5: The Promise and Reality of Additive Manufacturing III Chair: Roger Jiao <u>Salon D</u></p>	
	<p>Why MC Organizations Fail Dominik Walcher</p> <p>Value Creation by Mass Customization: An analysis of the three core capabilities of mass customization Thorsten Harzer, Frank Piller, Fabrizio Salvador</p> <p>Comparing Four Personalization Approaches to Understand Value of Personalization Chenjie Wang, Mitchell Tseng</p>	<p>Modeling & Simulation of MP-MC Apparel Manufacturing Muditha Senanayake, Trevor Little</p> <p>Using a Simulation-Based Framework to Design Supply Chains Offering Mass Customization in the UAE Marc Poulin</p> <p>Methodology for implementing the right supply chain for Mass Customization Luigi Battezzati</p>	<p>Reconfigurable Strategies to Hammer Open Innovation Concepts into the Mass Customized Automobile Manufacturing Sarfraz Minhas, Ulrich Berger, Christiane Hipp</p> <p>Innovations in Mechatronic Products and Mass Customization Tufail Habib, Kaj Jörgensen, Kjeld Nielsen</p> <p>Utilising Mass Customization Methods for Modular Manufacturing System Design Steffen Joergensen, Alexia Jacobsen, Kjeld Nielsen, Ole Madsen, Kaj Joergensen</p>	<p>Implementing Open Innovation: Groundwork on a Strategic Transformation Model for Multinational Companies Norman Mueller</p> <p>On becoming a user-driven firm: slow-cooked for extra goodness? Mika Westerlund, Seppo Leminen</p> <p>Trust Is Good, Control Is Better An Open Innovation-Controlling for SME Jessica Koch, Eckart Hauck, Ingrid Isenhardt</p>	<p>Design for DIY: Beyond the fixed solution space Jan Willem Hoftijzer</p> <p>graspieper.org - Developing a standardized legal mechanism for user innovation Catharina Maracke</p> <p>Open Production - Framework for Co-creative Product Realization Tobias Redlich</p>	
<p>4.00-4.15</p>	<p><i>Networking Break & Exhibitions</i></p>					
<p>4.15-5.45</p>	<p>Plenary Presentations and Closing Keynotes PLE-3</p> <p><i>Discuss with your fellow participants your insights from the MCPC 2011 and close the conference with three forward-looking keynotes that will set the agenda until the next MCPC</i></p> <p>Wither Scientific Publishing? Collaborative Innovation, Open Platforms and Personalized Workflow Solutions Has an Answer. Vishal Gupta, Elsevier</p> <p>Urbanization from a Perspective of Mass Customization and Open Innovation. Kent Larson, MIT Media Lab</p> <p>Embodying Innovation for Customer Value – Building Bridges Between Mass Customization and Open Innovation. Mitchell Tseng, HKUST</p> <p>Conference Summary and Goodbye. Henry Chesbrough and Frank Piller</p>					
<p>5.45 – open end</p>	<p>Adjourn, followed by dinner and drinks with new friends (on your own)</p>					