

June 2, 2005 (Thursday)

08:30 – 09:00	Conference Registration	
09:00 – 09:30	Conference Opening (HS B) <ul style="list-style-type: none"> ➤ <i>Prof. Dr. Günther Hödl</i> President of the Alpine-Adria University of Klagenfurt ➤ <i>Prof. Dr. Thorsten Blecker, Prof. Dr. Gerhard Friedrich</i> <i>Conference Chairs</i> 	
09:30 – 10:15	Opening Key Note (HS B) <ul style="list-style-type: none"> ➤ What "humanware" for mass customization? <i>Fabrizio Salvador</i> 	
10:15 – 10:45	Plenary Session (HS B) <ul style="list-style-type: none"> ➤ <i>Mass Customisation: Balancing Customer Desires with Operational Reality</i> <i>Hossam Ismail, Iain. R. Reid, Jenny Poolton, Ivan Arokiam</i> 	
10:45 – 11:15	Coffee Break	
Tracks		
11:15 – 12:45	Track 1: Manufacturing Systems (SR-E 2.37) Chair: <i>N.N.</i> <ul style="list-style-type: none"> ➤ Modularity and Delayed Product Differentiation in Assemble-to-order Systems: Analysis and Extensions from a Complexity Perspective <i>Thorsten Blecker, Nizar Abdelkafi</i> ➤ Complexity of Indirect Processes in MC Manufacturing Systems <i>Klaus Rall, Jörg Dalhöfer</i> ➤ A comparison of the structure and product complexity of two mass-customizing manufacturers <i>Ting Zhang, Janet Efstathiou, Yan Liu</i> 	Track 2: Supply Chain Management & Logistics (SR-E 1.42) Chair: <i>Wolfgang Kersten</i> <ul style="list-style-type: none"> ➤ The Use of Supply-Side and Transvectional Segmentation to Maximize Supply Chain Effectiveness in Mass Customization <i>Sunil Erevelles, Nobuyuki Fukawa</i> ➤ Mass Customization in International Logistics <i>Hans-Dietrich Haasis</i> ➤ Development of an Approach for Analyzing Supply Chain Complexity <i>Thorsten Blecker, Wolfgang Kersten, Christian M. Meyer</i>
		Track 3: Information Systems (HS B) Chair: <i>Gerhard Friedrich</i> <ul style="list-style-type: none"> ➤ Knowledge Workspace Design Schema for Mass Customisation Knowledge Communities <i>Farhad Daneshgar, Gerome Canals, Alicia Diaz</i> ➤ Selling Financial Services using Knowledge-based Recommenders <i>Alexander Felfernig, Thorsten Jost, Christian Russ</i> ➤ Applying Multi-Agent System Modelling to the Scheduling Problem in a Ceramic Tile Factory <i>Adriana Giret, Estefanía Argente, Soledad Valero, Pedro Gómez, Vicente Julian</i>
12:45 – 14:00	Lunch	
14:00 – 15:30	Track 1: Manufacturing Systems (SR-E 1.42) Chair: <i>Manfred Gronalt</i> <ul style="list-style-type: none"> ➤ Product Models and Mass Customization Experiences in the Basque Country <i>Joseba Arana, José Ángel Lakunza, Juan Carlos Astiazaran</i> ➤ Design Platform Development: An analytical review of existing research and proposal for future research strategies <i>Jie Gu, Andrew King</i> ➤ Design for Changeover: enabling the design of highly flexible, highly responsive manufacturing processes <i>Michael Reik, Richard McIntosh, Geraint Owen, Tony Mileham, Steve Culley</i> 	Track 2: Supply Chain Management & Logistics (HS B) Chair: <i>Hans-Dietrich Haasis</i> <ul style="list-style-type: none"> ➤ Customer Service Level in a Lean Inventory under Mass Customisation <i>Wuyi Lu, Janet Efstathiou, Ernesto Del Valle Lehne</i> ➤ Form Postponement from a Decision-Making Perspective: Theoretical Development and Construct Definition <i>Cipriano Forza, Fabrizio Salvador, Alessio Trentin</i> ➤ Customizing and Improving Logistics Processes Using the SCOR Framework <i>Helmut E. Zsifkovits, Peter Sereinigg</i>
15:30 – 16:00	Coffee Break	
16:00 – 17:30	Track 1: Manufacturing Systems (SR-E 1.42) Chair: <i>N.N.</i> <ul style="list-style-type: none"> ➤ Review of order fulfilment models for Catalogue Mass Customization <i>Philip G Brabazon, Bart L MacCarthy</i> ➤ Ordering Hierarchical and Processing in Error Sequences for Manufacturing Systems <i>Francisco Javier Olmos, Clemente Cárdenas, Jesús Trujillo, Enrique Baeyens</i> ➤ Mass Customization in the Wood-Working Industry – Concepts for customized wooden floorings <i>Manfred Gronalt, Hans Häuslmayer, Alfred Teischinger</i> 	Track 3: Information Systems (HS B) Chair: <i>N.N.</i> <ul style="list-style-type: none"> ➤ Toward a Generic and Extensible Information Infrastructure for Platform Product Development for Mass Customization <i>George Q. Huang, Li Li</i> ➤ Product Modelling on Multiple Abstraction Levels <i>Kaj A. Jørgensen, Thomas Ditlev Petersen</i> ➤ Developing 3D Configuration Systems for Manufacturers of Complex Components <i>Anders Haug, Lars Hvam</i>

17:30 – 18:00	Coffee Break	
18:00 – 19:00	Track 1: Manufacturing Systems (SR-E 1.42) Chair: <i>Stefan Bock</i> <ul style="list-style-type: none"> ➤ Understanding the Role of Individual's Competences in Building a Company-wide Mass Customization Capability: Criticalities and Opportunities <i>Cipriano Forza, Fabrizio Salvador</i> ➤ Integrated Platform Product Development and Supply Chain Configuration for a Manufacturing Firm in Mass Customization <i>Xin Yan Zhang, George Q. Huang</i> 	Track 3: Information Systems (HS B) Chair: <i>Alexander Felfernig</i> <ul style="list-style-type: none"> ➤ Dynamic Product Bundle Customization in Supply Chain Networks Using an Architecture for Collaborative Business Process Management <i>Pavlina Chikova, Anja Hofer, Otmar Adam</i> ➤ Mass Customisation of E-Services using fuzzy cognitive maps <i>Dimitris Kardaras, Bill Karakostas</i>
19:30	Official Conference Dinner, Maria Loretto	

June 3, 2005 (Friday)

09:30 – 10:30	Plenary Session (HS B) <ul style="list-style-type: none"> ➤ Product modelling for Mass Customisation in Global ETO companies <i>Thomas Ditlev Petersen, Kaj A. Jørgensen</i> ➤ Personalized Needs Acquisition in Web-Based Configuration Systems <i>Gerold Kreutler, Dietmar Jannach</i> 	
10:30 – 11:00	Coffee Break	
11:00 – 13:00	Track 1: Manufacturing Systems (SR-E 1.42) Chair: <i>N.N.</i> <ul style="list-style-type: none"> ➤ Planning flexible mixed-model assembly line layouts for an efficient handling of large-scale variant programs <i>Stefan Bock</i> ➤ SPMM – A Synchronized Production Management Model for Tailored Customization Environments <i>Eduardo Saiz, Juan Luis Telleria, Juan Manuel Besga, Xabier Mendiakdua</i> ➤ Network Integrated Technofactories <i>Siegfried Suchanek, Willy Bierter</i> ➤ After-Sale Mass Customization: A Sensors-based Approach <i>Abe Zeid, Sagar Kamarathi</i> 	Track 3: Information Systems (HS B) Chair: <i>Heinrich C. Mayr</i> <ul style="list-style-type: none"> ➤ Applying Service Oriented Architecture in the Aerospace Industry <i>Jurga Kazlauskaitė, Arsalan Minhas, Friedrich H. Vogt</i> ➤ Model-based Configuration Support for Product Derivation in Software Product Families <i>Thorsten Krebs, Katharina Wolter, Lothar Hotz</i> ➤ Opening up the innovation process using toolkits: Learning from leading-edge customers at The Sims <i>Reinhard Prügl, Martin Schreier</i> ➤ The Role of Knowledge Oriented Systems for Open Innovation <i>Maria Th. Semmelrock-Picej, Harald Semmelrock, Heinrich C. Mayr</i>
13:00 – 14:30	Lunch	
14:30 – 16:00	Plenary Session – Beyond Mass Customization (HS B) <ul style="list-style-type: none"> ➤ The Critical Mass of Preferences for Customization. How do Customers use the Rationality of Other Customers? <i>Linda Pelzmann, Constantin Malik, Michaela Miklautz</i> ➤ Consumer Confusion in Mass Customization <i>Martin Waiguny, Kurt Matzler, Rita Faullant, Sonja Bidmon, Marliese Fladnitzer</i> ➤ Beyond Mass Customization: Initial thoughts of how to manage customer energy in competitive markets <i>Martin Sonnenschein, Michael Weiß</i> 	
16:00 – 16:30	Conference Closing (HS B) <ul style="list-style-type: none"> ➤ <i>Prof. Dr. Heinrich C. Mayr</i> Dean of the Faculty for Management and Informatics, University of Klagenfurt ➤ <i>Prof. Dr. Thorsten Blecker, Prof. Dr. Gerhard Friedrich</i> Conference Chairs 	