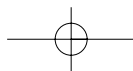
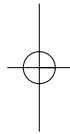
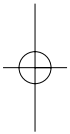


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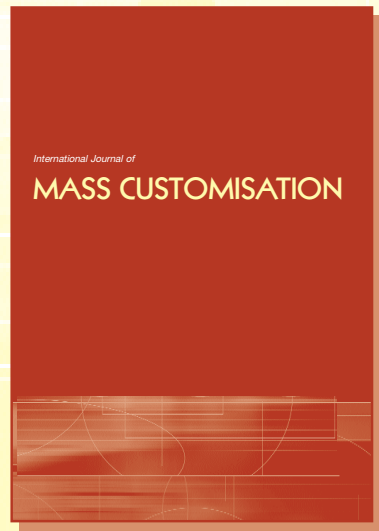
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The coverage of the Journal includes, but not limited to, the following subject areas and topics:

- Fundamental issues of mass customisation (variety, modularity, commonality, adaptability, flexibility, reusability, customizability, value creation and business models, etc.)
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- Product architecture, product platform, product family architecture, modular and integral product architecture, platform development and customisation, variant handling, design modelling and methodology
- Configuration systems, configuration rules and algorithms, visualization
- Customer interaction, customer configuration behaviour, customer choice, consumer risk and benefits, willingness to pay
- Marketing for mass customisation, communication policies, branding, and relationship marketing
- Agile, flexible and reconfigurable processes, systems and supply chains, process and assembly planning, production management
- Logistics engineering and supply chain management, early supplier and customer involvement
- Re-usability, environmental sustainability and ecological impacts of mass customisation
- Economic measures and performance management in mass customisation including the cost of variety, time to market, etc.
- Computational intelligence in mass customisation (Intelligent modelling of products, product platforms, product variants, product families, product portfolios, etc.)
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