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The International Journal of Mass Customisation is a double-blind refereed quarterly journal that publishes original research and application papers, review papers, research and technical notes, case studies, empirical field studies, tutorials, conference reports, management reports, book reviews, commentaries, and news in all areas of mass customisation. The Journal provides an international forum for developing, promoting, disseminating and coordinating the progress in mass customisation related methodologies, technologies, and practices among international professional communities. The focus deliberately embraces both industrial & business practices and academic research activities.

Subject coverage:
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- Customer / requirement engineering, Kansel engineering
- Market segmentation, product proliferation, product definition, product line planning, product portfolios
- 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.
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