

## Call for Papers & Presentations

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

# Bridging Mass Customization & Open Innovation

MCPC 2011 Business Seminar, November 16-17, 2011

**Research & Innovation Conference, November 17-19, 2011**

Conference Venue: **San Francisco Airport Marriot Waterfront**

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

[mcpc2011.com](http://mcpc2011.com) | [twitter: #mcpc2011](https://twitter.com/mcpc2011)

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#### 2011 Conference Co-Chairs

- **Henry Chesbrough**, Haas School of Business, University of California, Berkeley
- **Olomon Darwin**, Haas School of Business, University of California, Berkeley
- **Frank Piller**, RWTH Aachen University & Smart Customization Group, Massachusetts Institute of Technology
- **Mitchell Tseng**, Advanced Manufacturing Institute, Hong Kong University of Science & Technology

#### Conference Theme: Linking Open Innovation and Mass Customization

The MCPC conference series started out as a bi-annual conference devoted to mass customization & personalization. The content has broadened in recent years, including also customer co-creation, user innovation, and other strategies of customer-driven value creation (hence, **MCPC** = **M**ass **C**ustomization, **P**ersonalization, and **C**o-Creation"). In 2011, the conference will bridge

MCPC with a topic that has driven and inspired the field since several years: **open innovation**.

**Mass customization, personalization, and co-creation (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. Approaching more than a decade of development, 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. We need fresh thinking to engage the most effective capabilities and resources so that individual needs can best be met.

The concept of **open innovation** has revolutionized our thinking of innovation and technology management. Building on the 2001 landmark book *Open Innovation* by Henry Chesbrough, open innovation is a **paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market**, as they look to advance their

business. Today, the concept has become a leading idea for many large corporations. The idea has also been extended to services (Open Service Innovation) and innovation in non-profit organizations. Recently, the term **co-creation** has been established to denote open innovation with customers and users as important sources for innovation.

While developed separately and founded in different theoretical and conceptual backgrounds, **mass customization and open innovation are closely linked** and can benefit from a broader exchange between both schools of thought:

- **Open innovation and mass customization are both paradigms that motivate people to participate**, to create, to learn, and to recover in order to effectively provide innovative goods and services for satisfying heterogeneous customer needs.
- **Mass customization can profit from new forms of open process innovation.** Implementing mass customization demands new processes and services – new capabilities that are not in place in most organizations. The principles of open innovation provide efficient access to this knowledge and can support the implementation of MCPC business models.
- **Similarly, open innovation can benefit from mass customization thinking.** Using approaches like modular architectures, process re-configuration, solution space design, or choice navigation, open innovation initiatives may become more scalable and efficient while still fitting perfectly to the innovator's situation.
- **Open innovation and mass customization thinking are merging into innovative business models.** Consider the success of MC platforms like Zazzle, Spreadshirt, or Cafepress. These companies have established open business models that enable anyone to co-create their own business, share designs and developments for a fee, and benefit from the experiences of others. The frameworks and theories of open innovation provide new opportunities to study these phenomena.
- **Open or permissive intellectual property policies** are often at the heart of new business models. How do organizations share what they can, protect what they must, and stimulate the widest participation possible in their communities? What can Creative Commons licenses and similar approaches contribute to mass customization and open innovation?
- **Open hardware is enabling new dimensions of customization.** Hardware products (electronics components, but also entire structures like automobiles or even rockets) are increasingly created in community-based models of contribu-

tors. IP is distributed via open licenses. One of the core motives of open hardware is to allow high degrees of customization – to offer the next level of customization!

- **Many mass customization businesses are user innovations.** A core principle of open innovation is user innovation. Many innovative products or services originate in the customers' domain – including many mass customization offerings that are the result of an innovating customer becoming an entrepreneur. Looking closer on the origins of mass customization businesses will provide a fascinating area for research on user entrepreneurs and open innovation in start-ups.

In addition, methods for open innovation like co-creation toolkits or idea contests strive to facilitate the input from customers for a firm's innovation process. These tools are closely related to the design of configuration and co-design toolkits. Connecting research in both areas may offer opportunities for better toolkit design.

- **Mass customization is a service business.** Much of the academic research in the field, especially in marketing and configuration experience design, is rooted in the service marketing domain. Here we see plenty of opportunities to bridge between open service innovation and mass customization. We also need to explore how to scale up mass customization in cases where economies of scale are powerful. How do companies like Amazon deliver customization and scale at the same time?

**At the same time the MCPC conference is designed as a platform for open (process and business model) innovation:** Our objective is to assemble a diverse and experienced audience with different backgrounds to share learnings and what worked (and what did not) in different settings, industries, and countries. We want to stimulate new ideas and to invoke new aspiration for entrepreneurial drive and technical advances.

## Call for Papers & Presentation Proposals: Submission Process

The MCPC 2011 Conference is structured into two parts:

- **Part 1, Nov. 16-17, 2011:** The **MCPC 2011 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. **Presentations at this seminar are by invitation only.**
- **Part 2, Nov. 17-19, 2011:** The **MCPC 2011 Research & Innovation Conference** is an aca-

demic-style but application-focused conference with an open call for papers. All contributions are peer reviewed by at least two reviewers. An international program committee supports the program chairs with this process. Presentations are organized in parallel tracks, with plenty of time for discussions and feedback. ***The following Call for Papers and Presentations asks for proposals for this Part 2 of the conference!***

The **MCPC 2011 Conference** wants to engage academics, business leaders, and consultants in fundamental debates through a set of plenary presentations, discussion panels, and paper presentations. Continuing our tradition we invite contributions from a wide range of specialists from and beyond the engineering and management community including architecture, industrial design, or visual arts. We especially welcome submissions from managers and consultants reflecting upon the conference theme.

We invite you to submit your best work, addressing the conference theme along one or more of the questions asked in the following sections. All papers have to be written in English language. We prefer papers which are empirically grounded and go beyond pure conceptual contributions. We are open to a diverse set of quantitative and qualitative methods of empirical research. We especially seek papers which follow the idea of "engaged scholarship", i.e. which are relevant to both practice and research.

You can submit **three types of proposals** (*Page limits include references and figures*):

1. **Full papers: Max. 10 pages**, according to the **formatting guidelines** (<http://bit.ly/g8y1Tr>). This is the preferred form of submissions.
2. **Short papers / extended abstracts** for work in progress (**3-5 pages**), but including comments on the research question, the methodology, data and empirical methods used (if applicable), and a discussion of the results. Please also use the **formatting guidelines** for preparing your extended abstract (<http://bit.ly/g8y1Tr>).

All papers and extended abstracts will subject of a **blind review process**. For the 2011 conference, we expect a rather competitive review process.

**Good presentation proposals are ...**

- grounded well in a question that is relevant and connected to the literature,
- interesting for the audience,
- really focused on the conference topics,
- based on a rigid analysis (case study, qualitative research, quantitative study).

3. **Presentation proposals (PPT slides) by managers:** In order to accommodate practitioners who have interesting results but are not familiar with writing papers, this alternative way for contributing is offered. Mass customization business proprietors, open innovation project managers, services and technology providers are invited to **submit a presentation outline in form of a slide presentation** (PPT of max. 20 slides, transferred into PDF).

Presentation proposals should follow the general guidelines for submission (*introduce your company, the focus of your talk, and some of the key results you plan to present*). **We discourage outlines which are promotional.** Instead, we welcome materials that really demonstrate your experiences, learning, and advice for fellow managers. **Mistakes, lessons learned, and unexpected barriers that arose during the process are quite valuable for all of us to understand.** All proposals should be submitted with the online submission system.

The **conference proceedings** will contain abstracts of all accepted papers. A number of respected academic journals already expressed their interest in featuring **special issues** with selected conference papers after the conference.

**To submit a paper or presentation proposal, please ONLY use the online submission system on the conference web site [mcpc2011.com](http://mcpc2011.com).** Do not submit papers per e-mail directly to the conference chairs. Please refer to the conference web site for details on the paper submission process and guidelines for paper formatting: [mcpc2011.com](http://mcpc2011.com)

**The formatting guidelines, including a sample, can be downloaded here: <http://bit.ly/g8y1Tr>**

### Important dates

**April 7, 2011: Deadline for submissions for paper and presentation proposals** (*the online system to submit your proposals will open on March 1 at [mcpc2011.com](http://mcpc2011.com)*)

**June 15, 2011:** Notification of accepted proposals and publication of preliminary program

**Aug. 1, 2011:** Presenter registration deadline\*

**Nov. 16-19, 2011: MCPC 2011 Conference**

*\* Please note: ALL presenters at the conference have to register for the conference and pay the full registration fee for the "Innovation & research conference".*

## Selected Questions for Discussion at the MCPC 2011 Conference

To start the discussion, here are some initial themes and related questions. We encourage participants and authors to engage in these questions and to bring forth their experiences from an interdisciplinary and cross-functional perspective.

### Open Innovation for Mass Customization

How can we use open innovation to create better mass customization businesses?

What is the role of users and customers in creating new mass customization offerings?

How can we define ecosystems for open innovation which span the entire product and service life cycle?

What new kinds of capabilities do we need to engage in open innovation?

What are the limits of open innovation and mass customization? What are we to learn from Apple's incredible rise over the past decade (it is now the second most valuable company by market cap in the US after Exxon)? What is the role of integration in successful innovation?

### Open Business Models for Mass Customization

What is the role of platform models for MCPC? How is value captured in these models?

How do we have to adapt, modify or expand established models in marketing and operations management to cover these developments?

How should we respond when collaborators become competitors? How can we work positively with competitors without being exploited? For example, who owns the customer, and is responsible for the customer's satisfaction?

### Product versus Service Customization

What is mass customization of service? How is this different from product customization?

What are good examples of service customization?

What are the features of configuration toolkits for service customization?

What are efficient production systems for service customization?

### Individual versus Community

What is the role of communities for mass customization and open innovation?

How do communities develop new MCPC offerings, but also new methods for open innovation?

Can communities enable an open business model for mass customization?

### Solution Space Design: Product Families and Architectures

What are methods to create a solution space?

What is meaningful customization? What are the rules for simplicity in solution space design?

How can we determine how much choice people want? Which market research methods support this process?

### Choice Navigation: Configuration System

How can we change configurators from focusing on constraints and rules to fostering creativity and co-creation?

How do we foster and utilize the creativity of users and customers?

What can we learn from transforming MC configurators into open innovation toolkits?

### Robust Processes: From Flexible Manufacturing to Personal Fabricators

What is the state of innovative manufacturing concepts allowing flexibility with no cost penalty?

Where is mass customization manufacturing located (distributed versus centralized)?

Is rapid manufacturing here (to stay)? What is the state of the art of personal fabricators, allowing custom manufacturing at a customer's home?

### Open Hardware

What are the trends driving the open hardware movement? Does open hardware enable new forms of customization?

What are business models that allow companies and individual contributors to profit from open hardware?

### Sustainability and MCPC

What is the benefit and value of MCPC? How does this benefit translate into value for individual stakeholders (customers, manufacturer, or retailers)?

How is mass customization driving ecological sustainability? Are there new threads?

How can we use open innovation to improve the long-term sustainability of mass customization?

What role can intellectual property pools like the Green Exchange play in promoting sustainability in innovation?

### Special Sessions & Themes

The MCPC 2011 Conference does not focus on one particular industry, but wants to provide a platform to exchange ideas beyond disciplines and industry borders. We are, however, especially interested in examples in the following fields where we see a lot of momentum:

- **Open innovation and mass customization in architecture**, housing and construction.
- **Automotive industry 3.0**: Bridging pimped rides with open sourced motors?
- **Open service innovation and mass customization of services**, e.g., in the entertainment, financial, health care, or hospitality industries.
- **Fashion and design**: There is a long history of research on mass customization in the fashion industries, but how about open innovation and customer co-creation in this domain?

# About the MCPC 2011 Conference

The MCPC 2011 is a **multi-track conference** featuring a combination of high profile keynotes with expert talks, panel discussions, paper sessions, workshops, receptions, and much more. While it is devoted to sharing and discussing the latest research in the field, the MCPC has a **strong focus on real life applications**. Since its beginning, **there is an equal share of participants, practitioners and academics/researchers**. This makes the MCPC truly unique among many conferences. It really strives to connect MCPC thought leaders, entrepreneurs, technology developers, and researchers with people applying these strategies in practice.

## The previous conferences have been hosted by ...

- 2001: **Hong Kong University of Science and Technology**, Hong Kong
- 2003: **University of Technology Munich**, Germany (mcpc2003.com)
- 2005: **Hong Kong University of Science and Technology**, Hong Kong (mcpc2005.com)
- 2007: **M.I.T.**, Cambridge, MA (mass-customization.de/mcpc07)
- 2009: **Aalto University**, Helsinki, Finland (mcpc2009.com)
- Upcoming 2011: **UC Berkeley**, San Francisco, USA (mcpc2011.com)

For **reports and reviews of the previous conferences**, check <http://tinyurl.com/2wxpzzqv> (**MCPC 2007** at MIT) and <http://tinyurl.com/35xe8zm> (**MCPC 2009** in Helsinki).

## Participation Statistics (average for 2005-2009 conferences)

- Between 450-650 participants
- About 150 presentations over the entire program
- **45% Managers** from companies engaged in MCPC activities or planning to do so (*of those about 40:60 split between Directors / VP Product Mgmt of Fortune1000 and CEOs of SMEs / startups*)
- **45% Academics** (*from Engineering, Management & Marketing, Computer Science / Information Systems, but also many other disciplines (architecture, psychology ...)*)
- **10% Consultants and Technology Providers** (*Flex Manufacturing, SCM, Configurators, CAD*)

## MCPC 2011 Program Overview



The MCPC 2011 will take place on **November 16-19, 2011**, at the **San Francisco Airport Marriott Waterfront** located in Burlingame, California, just minutes from the San Francisco International Airport between downtown San Francisco and Silicon Valley.

The hotel offers a perfect waterfront location with great views of the San Francisco Bay, and provides an inviting inspiring setting for a conference.

## Draft Schedule

<b>Nov. 16</b>	10-7	<b>MCPC 2011 Business Seminar (I)</b>
<b>Nov. 17</b>	8:30-4	<b>MCPC 2011 Business Seminar (II)</b>
<b>Nov. 17</b>	4-8	<b>MCPC 2011 Keynotes Session and Conference Reception</b> <i>Joint session between business seminar &amp; research conference</i>
<b>Nov. 18</b>	9-9	<b>MCPC 2011 "Research and Innovation" Conference (I)</b> Plenary and Parallel sessions with papers, symposia, demonstrations <i>Evening: Official Conference Dinner</i>
<b>Nov. 19</b>	9-6	<b>MCPC 2011 "Research and Innovation" Conference (II)</b> Plenary and Parallel sessions with papers, symposia, demonstrations <i>Evening: Networking social event</i>

## Conference Fees *(updated!)*

- **Business Seminar** (Nov. 16-17): \$980 before Sept. 30<sup>th</sup>; \$1,230 after Sept. 30, 2011 and on-site. *Registration for the Business Seminar also includes full participation at the Research and Innovation Conference (Nov. 17-19).*
- **Research and Innovation Conference** (Nov. 17-19): \$540 before Sept. 30<sup>th</sup>; \$790 after Sept. 30, 2011

## People and organizations behind the MCPC conference series

- **Host of the MCPC 2011 Conference:** Prof. **Henry Chesbrough, UC Berkeley** at the **Garwood Center for Corporate Innovation and the Program of Open Innovation** ([openinnovation.haas.berkeley.edu](http://openinnovation.haas.berkeley.edu)): The mission of the center is to conduct research, publish articles, and develop teaching materials around open innovation, a more distributed model of industry innovation. It is part of the Institute for Business Innovation, Haas School of Business at the University of California, Berkeley.
- **Initiators and Program Co-Chairs:** The conferences have been initiated by **Mitchell Tseng, HKUST**, and **Frank Piller, MIT/RWTH Aachen**, who also serve as program co-chairs.
- **MIT Smart Customization Group** ([scg.mit.edu](http://scg.mit.edu)): The MIT SCG Group is a research group at the MIT Media Lab devoted to research on mass customization. It is the academic host of the business seminar of the conference.
- **IIMCP.org:** The “International Institute on Mass Customization and Personalization” (IIMCP) is a society that provides a platform for interaction between researchers and practitioners on mass customization, personalization and related research issues. It is the academic body of the MCPC conference series.

## Contacts

### Sponsorship & Exhibition Opportunities

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*Use **ONLY** the online submission system to submit papers/proposals. The submission system will open on March 1<sup>st</sup> at [www.mcpc2011.com](http://www.mcpc2011.com)*

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**The International Institute on Mass Customization  
& Personalization ([iimcp.org](http://iimcp.org))**  
Organizing body of the MCPC conference series

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