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*International Journal of*

# **MASS CUSTOMISATION**

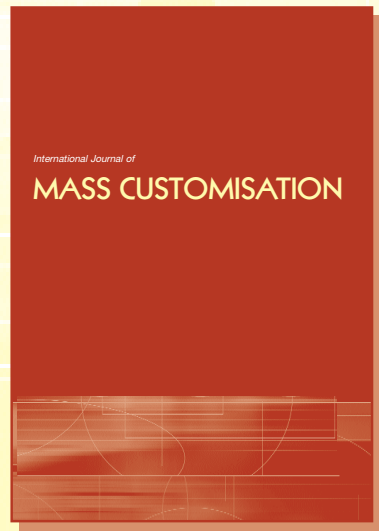
## Scope of the Journal

*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:**

*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, customisability, value creation and business models, etc.)
- Customer / requirement engineering, Kansei 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, visualisation
- 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.)
- Enabling technologies, ecommerce/e-business technologies, web and Internet applications
- Knowledge management, enterprise modelling for mass customisation Business models
- Decision support for mass customisation



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*Marc H Meyer, Northeastern University, USA; Peter H Webb, The MathWorks, USA*

**Designing Evolving Families of Products Using the Utility-Based Compromise Decision Support Problem**

*Carolyn Conner Seepersad, The University of Texas at Austin; Farrokh Mistree and Janet K Allen, Georgia Institute of Technology, USA*

**Modular Platform Design Using Mechanical Bus Architectures**

*Mathew A Slevinsky, Peihua Gu, University of Calgary, Canada*

**The Product Design Generator: A System for Product Design Variants**

*Gregory M Roach, Honeywell International; Jordan J Cox and Carl D Sorensen, Brigham Young University, USA*

**Optimal Supply Chain Configuration for Platform Products: Impacts of Commonality, Demand Variability and Quantity Discount**

*George Q Huang, Xinyan Zhang, The University of Hong Kong, PR China*

**Toward an Information Management Infrastructure for Product Family Planning and Mass Customisation**

*Steven B. Shooter, Bucknell University; Timothy W. Simpson, Soundar R.T. Kumara, The Pennsylvania State University; Robert B. Stone, University of Missouri - Rolla; Janis P. Terpenny, University of Massachusetts - Amherst, USA*

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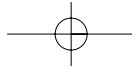
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