

# PROCEEDINGS

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Personalization (MCP 2024)**

**September 25 – 26, 2024  
Novi Sad, Serbia**

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**UNIVERSITY OF NOVI SAD - FACULTY OF TECHNICAL SCIENCES  
Department of Industrial Engineering and Management**

**MY PRODUCT – Center for Product Development and Management**

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# PREFACE



We are proud to celebrate the 20th anniversary of the International Scientific Conference on Customization and Personalization, marking two decades since the inaugural event held in 2004 in Rzeszow, Poland. For these reason, we welcome you to the Week of Customization and Personalization conference in Novi Sad, a location of special significance to our community. In addition to the main event—the 11th International Scientific Conference (MCP)—this week also features the 6th traditional Doctoral Students Workshop (DSW) and the 3rd professionals forum (ProForum), the new format designed to further enhance the exchange of knowledge and experiences.

Over the past 20 years, the MCP Conference has grown into a highly respected event within the field of mass customization and personalization across Europe. This growth is a testament to the dedication and collaboration of our community, which has continually expanded its reach and influence. In this landmark year, we are delighted to present a diverse collection of thirty-six insightful papers from authors representing 15 countries. Despite the lingering challenges of the global economic crisis, the participation and breadth of topics underscore the vibrancy and dynamism of our field. Key areas of focus include configurators, circular economy, additive manufacturing, and product innovation driven by customer and crowd co-creation. As we navigate an era that demands sustainable resource planning, people-centric smart industries, and a heightened commitment to environmental protection, these themes have never been more relevant.

As we celebrate 20 years of the MCP-CE Conference, we are deeply grateful to everyone who has supported us throughout this journey. We extend our heartfelt thanks to all participants of this year's jubilee conference for sharing their knowledge, experiences, and for contributing to the vibrant exchange of ideas that makes this event so special. We hope that you find this year's conference both intellectually stimulating and personally rewarding.

Thank you for being a part of the history we have been building together for two decades.

Novi Sad, September 2024

Chairperson of MCP-CE 2024

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