



## Mass Customization Manufacturing Systems: Challenges, Concepts, and Implementation

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Deadline for manuscript  
submissions:

**closed (20 August 2023)**

### Message from the Guest Editor

In the global business environment, manufacturing companies are facing several important challenges. One of them is the growing demand for products which are tailored to an individual customer's requirements. This demand has stimulated mass customization (MC), which is becoming increasingly important in production and operations management. Some of the objectives of this Special Issue are: to characterize the current trends of MC, to provide examples on how it differs from other manufacturing strategies, and to determine what the future of manufacturing will be when it takes a prevailing worldwide approach to satisfying customers' expectations.

**Keywords:** configuration process models; customer-driven manufacturing; make-to-order or build-to-order; reconfigurable manufacturing systems; product platforms for mass customization; process and product modularization; modeling of mass customizable products; modeling of mass customized processes; scheduling in mass customization; strategies for mass customization; mass customization from an economic perspective





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