



MCPC 2007

The 2007 World Conference on Mass Customization & Personalization (MCP)

October 7-10, 2007 Innovation and Research Conference, MIT Cambridge/Boston
October 11-12, 2007 Business Seminar, HEC Montreal

Instructions to Submit a Paper or Speaking Proposal to the MCPC 2007

MCPC 2007 uses a central paper submission and review system for the submission of all papers for the conference.

Also practitioners submitting a speaking proposal have to use this system and follow all steps.

Paper limit: Maximum 3 paper submissions per author, independently whether you are the first, the presenting, or the co-author of a paper. This means: Your name can be on a maximum of three submitted papers.

(1) Before you enter the submission system, please check the following:

- Prepare your manuscript reading the guidelines on the conference web site www.mcpc2007.com
 - **Prepare one version of your paper with a COVER page** including the names, affiliations, contact addresses and e-mails of all authors. Also include any acknowledgements on this cover page.
 - **Prepare a BLINDED version of your paper**, i.e. your paper without any indication to its authors.
 - You have to **upload both versions** during the paper submission process.
- Select a subject area from the list of tracks and areas.
- Prepare a **maximum 200 word abstract** of your paper. You need to have this abstract ready during the submission process (no cheating, the system will count the words and does not accept 201 or more words).
- Get the exact names, e-mail, affiliation (name of university or company) of all of your co-authors.
- Make sure that you know the author order and who should be the presenting author (but selecting a presenter is not binding at this stage).

(2) Once you have your paper ready, please enter the Paper Submission System:

Direct link: <http://mc.manuscriptcentral.com/mcpc2007>

TIP: Please make sure that your browser accepts pop-up windows from <http://mc.manuscriptcentral.com>

First, create an account. If you have already an account, do NOT create another account, but just select log-in. *Note: Creating an account does NOT register you for the conference. This has to be done in a separate system.*

Now, enter the **AUTHOR** center.

There you can choose to submit a new manuscript on the Dashboard:

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Edit Account | Instructions & Forms | Log Out | [Get Help Now](#)

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Site under configuration. You are logged in as Frank Pillier

Dashboard

- To submit a new manuscript, click on the "Submit a Manuscript" link below.
- Clicking on the various manuscript status links under "My Manuscripts" will display a list of all the manuscripts in that status at the bottom of the screen.
- To continue a submission already in progress, click the "Continue Submission" link in the "Unsubmitted Manuscripts" list.

My Manuscripts	Author Resources
<ul style="list-style-type: none"> 0 Unsubmitted Manuscripts 0 Revised Manuscripts in Draft 1 Submitted Manuscripts 0 Manuscripts with Decisions 0 Manuscripts I Have Co-Authored 0 Withdrawn Manuscripts 0 Invited Manuscripts 	<p>Click here to submit a new manuscript</p> <p>This section lists the subjects of the five most recent e-mails that have been sent to you regarding your submission(s). To view an e-mail, click on the link. To delete an e-mail from this list, click the delete link.</p> <p>2007 World Conference on Mass Customization & Personalization - Manuscript ID Delete MCPC-001-2007 (03-Mar-2007)</p>

Select "Click here to submit a new manuscript" on the right. The following screen appears:

1 Type, Title & Abstract

2 Authors & Institutions

3 File Upload

4 Review & Submit

Next

Manuscript Type

req Paper Type

Full paper

req Area

1.1 MCP Business Models

req Title (Limit 50 words) Preview Special Characters

Press Control-V (or Cmd-V) to Paste

req Abstract (Limit 200 words) Special Characters

Press Control-V (or Cmd-V) to Paste

Next

Select the paper type (note: If you are a **mass customization practitioner** submitting a speaking proposal on your MC case study, select EXTENDED ABSTRACT).

Select the Area from the Pull-Down menu.

Submit your title and abstract. You can copy/paste this information from any other file using Ctrl-V.

Press NEXT in the lower right corner.

Now, enter the information about your co-authors (if any). You can also select the author order and who is the presenting author (Default: the person who submits the paper is the first author and presenting author – but you can change this).

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Enter your co-authors' information in the boxes below, then click "Add to My Authors." To check if an author already exists in the database, enter the author's e-mail address and click "Find." If the author is found, their information will be automatically filled out for you. When you are finished, click "Next."

1 Type, Title & Abstract

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My Authors

Order	Name	Institution, Department	E-Mail	Edit	Delete
1	Piller, Frank <i>Presenting Author</i>	RWTH Aachen, Technology & Innovation management	piller@mass-customization.de		

Add a New Author Special Characters

req E-Mail: Find Sal. req First Name: Middle Name: req Last Name:

req Institution: Department:

req Country:

State/Province: req City:

This person is the Presenting Author

If you have multiple Institutions and Departments for this author, click [here](#).

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Press **NEXT** in the lower right corner.

Now you have to **upload the blinded and the unblinded version** of your papers.

Please select both files, and **select in the File description menu** which version is the blinded paper and which the one with your author names (see next figure):

Submit a Manuscript

Upload a single main document for your submission. This files will be converted into a PDF document for the peer review process. Acceptable file types are .DOC, .RTF, and .PDF. If you are submitting a revision, please upload only the latest file. View your uploaded files by clicking on HTML or PDF. When you are finished, click "Next." [Read More ...](#)

1 Type, Title, & Abstract
2 Authors & Institutions
3 **File Upload**
4 Review & Submit

Previous Next

My Files

Order	File Name	File Designation	Date	Edit Details	Delete
No files have been uploaded.					

File Upload

Upload new files:

C:\aa_own_files\Eigene Publi File Designation:
 File Designation:
 Blinded Paper (for review)
 Unblinded Paper (not for review)

Upload Files

Previous Next

After you have pressed NEXT, **please be patient**. Your paper is uploaded and converted into a PDF file. This may take several minutes, depending on your connection and the server load. During this process, a **pop-up window** appears. Please **confirm the two messages** during this process.

Close the pop-up, and go back to the main screen.

Now, the **File Upload screen comes again, showing the two papers**, one is the blinded, the other one the version including your name(s) and affiliation(s).

Press **NEXT**, **do NOT upload a second paper at this time**, but first finalize the upload of the first one!

After pressing next, you can **review** If everything is correct. Check for green and red marks on the left.

If the system requires any more information or changes, you can correct it here. You also have to **check the PDF of the blinded paper at the end** (press on PDF). If everything is OK, finalize the paper submission process.

Return to the author dashboard, submit a second paper, or log-out.

Once a review for your paper is available, you will get an e-mail and can review the results of the review process (this information will be available at the beginning of June 2007).

Appendix

Paper style guidelines

Please take care of the following guidelines when submitting a paper:

Submit abstracts in Word compatible format (other formats are OK, but may cause problems during upload as all papers are automatically transferred into PDF).

A cover page, giving the title of the paper, the author's name(s), affiliations, and contact data, should be submitted (not included in the word limit) with the paper. Also, include all acknowledgments on the author page..

Authors should not identify themselves, either directly or indirectly, in the text or on other pages than the cover page.

References and notes

- Use the Harvard (name and date) short reference system for citations in the text with a detailed alphabetical list at the end of the paper. For example 'Hamel (2000) suggests ...' or 'Nonaka & Takeuchi (1995) found that ...' or 'A study of economic change (Nelson & Winter, 1982) has shown that ...'
- Footnotes should be avoided, but any short, succinct notes making a specific point, may be placed in number order following the alphabetical list of references.
- Full reference should include all authors' names and surnames, date of publication, title of paper, title of publication (italics), volume and issue number (of a journal), publisher and form (books, conference proceedings), page numbers. **Examples:**

Book: Miller, Peter (2001). *Advances in Mass Customization*. Boston: Harvard Business School Press.

Journal: Miller, Peter & Brown, Anton (2001). Advances in Personalization. *Journal of Personalization*, Vol. 23, No. 3: 34-38.

Book chapter: Smith, John (1999). Research topics in mass customization. In: Peter Miller (ed.). *More Advances in Mass Customization*. Boston: Harvard Business School Press: 23-7

Figures

All illustrations, whether diagrams or photographs, are referred to as Figures. They should be black and white, not color, and numbered sequentially. Please place them interspersed in text.

Originals of line diagrams will be reduced and used directly, so please prepare them to the highest possible standards. Bear in mind that lettering may be reduced in size by a factor of 2 or 3, and that fine lines may disappear.