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Variety-Induced Complexity in Mass Customization

Concepts and Management

Compiled and edited by Dr. Nizar Abdelkafi

2008, XXII, 314 pages, hardcover, USD 85,00, GBP 42,00, ISBN 978-3-503-11022-3
Operations and Technology Management Band 7

Target groups: corporate governance organs; logisticians; certified accountants; management consultants; Corporate Governance Organe; Logistiker; Wirtschaftsprüfer; Unternehmensberater

Mass customization: a business strategy that aims to fulfill individual customer requirements at prices that are sufficiently low to target a mass market. The resulting variety in mass customization is not for free and can have negative impacts on operational performance.

In this book, Nizar Abdelkafi defines variety-induced complexity from the perspectives of the company, supply chain and customers. The author:

- develops a sequence model and a key metrics system for the management of internal complexity

- proposes a matrix-based tool that identifies the causes of complexity in mass customization supply chains
- conducts an explorative study at a Germany-based company
- identifies features, to use in online configuration systems to reduce the complexity that customers face during the product selection process.

This volume addresses practicing managers in the fields of mass customization and variety-rich production environments as well as students and researchers in the areas of business administration and engineering management.