



Innovation Research Seminar

Stephan Hankammer, M.A.

Mass Customization and Sustainability



Summary: The concept of mass customization has been discussed broadly in management literature as a viable business model pattern for companies operating in markets that are characterized by high heterogeneity in customer needs. However, in view of the challenges that the global community faces today, it might not be sufficient to assess business models solely on the basis of economic indicators. Environmental problems and the exacerbating climate change have sparked a global debate about ecological thinking and sustainability. Thus, the dissertation project aims at shedding light on the interplay between mass customization and sustainability.

Speaker Bio: Stephan Hankammer is a research associate and doctoral student at the Technology and Innovation Management Group. He studied business administration, European studies and philosophy at the WWU Münster, University of Granada, Philipps-University Marburg and University of Sevilla. Stephan Hankammer is coordinating a European research project which aims at enhancing the sustainability of consumer electronics goods through the implementation of the paradigm of mass customization using the example of TV sets. Also in his doctoral studies, Stephan Hankammer examines the interrelation between mass customization and sustainability.

Explorative Format: Seminar participants are invited to discuss the presented research setting and contribute positive ideas with emphasize on the methodology.

When and where:

23 April 2015

2pm to 3.30pm

TIM Social Area

Kackertstraße 7

3rd Floor



Stephan
Hankammer
online