Chapter 4
NPD-SCM Alignment in Mass Customization

Nizar Abdelkafi\textsuperscript{1}, Margherita Pero\textsuperscript{2}, Thorsten Blecker\textsuperscript{3}, and Andrea Sianesi\textsuperscript{4}

Nizar Abdelkafi
Hamburg University of Technology
Institute of Business Logistics and General Management
Schwarzenbergstraße 95
21073 Hamburg, Germany
nizar.abdelkafi@tu-harburg.de

Margherita Pero
Politecnico di Milano
Department of Management, Economics and Industrial Engineering
via Lambruschini, 4B
20156 Milano, Italy
margherita.pero@polimi.it

Thorsten Blecker
Hamburg University of Technology
Institute of Business Logistics and General Management
Schwarzenbergstraße 95
21073 Hamburg, Germany
blecker@ieee.org

Andrea Sianesi
Politecnico di Milano
Department of Management, Economics and Industrial Engineering
via Lambruschini, 4B
20156 Milano, Italy
andrea.sianesi@polimi.it

\textsuperscript{1} Nizar Abdelkafi is a research associate at the Institute of Business Logistics and General Management at the Hamburg University of Technology. He holds an industrial engineering diploma from the National Engineering School of Tunis, Tunisia, and a Master’s degree in Business Administration from the Technische Universität München, Germany. He received his doctoral degree in 2008 with excellence. Nizar Abdelkafi has published his work in two books, several conference proceedings and international journals, such as Electronic Markets, International Journal of Mass Customization, Management Decision, and IEEE Transactions on Engineering Management. He also serves as a reviewer for many international journals.
Abstract This chapter aims to develop a new product development supply chain management alignment framework for mass customization. A case study conducted in industry motivates this framework. Variety, modularity, and innovativeness are the product features that should be taken into account when studying alignment in a mass customization setting. From the supply chain viewpoint, configuration, collaboration, and coordination complexities are the variables that matter. We formulate ten propositions explaining the relationships between the variables of the framework. It must be noted that innovativeness, a variable that has so far been neglected with respect to the alignment question, plays a critical role in supply chain management decisions.

Abbreviations

BOM  Bill-of-materials
JIT  Just in time
NPD  New product development
OEM  Original equipment manufacturer
SCM  Supply chain management

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2 Margherita Pero is a Postdoctoral Research Fellow at Politecnico di Milano. She received her PhD in April 2009 from the Politecnico di Milano (Italy). Her thesis dealt with new product development and supply chain management alignment. She is a junior lecturer at the courses of “Operations and Supply Chain Management” at Bachelor level and “Production Plants Design and Management” and “Sourcing and Purchasing” at the Master’s of Science degree level. In June 2004 she received an M.Sc. with honors in production and management engineering from the Politecnico di Milano.

3 Thorsten Blecker is a full professor at the Institute for Business Logistics and General Management at Hamburg University of Technology. He holds a Master’s degree in business administration (with honors) and a PhD (summa cum laude) from the University of Duisburg, Germany. He finished his habilitation thesis in September 2004 at the University of Klagenfurt, Austria. Thorsten Blecker is co-editor and author of several books, e.g., Production/Operations Management in Virtual Organizations, Enterprise without Boundaries, Competitive Strategies, Web-based Manufacturing and Information and Management Systems for Product Customization. His main research interests are business logistics and supply chain management, production/operations management, industrial information systems, internet-based production systems, mass customization manufacturing systems, strategic management, and virtual organizations.

4 Andrea Sianesi is a full professor at Politecnico di Milano where he teaches courses on operations and SCM at Bachelor and MSc levels. He is professor of SCM in the MBA and EMBA courses at the MIP Business School, where he is also member of the management committee. He has been visiting professor in Tongji University, Shanghai. His main research topics are operations and supply chain strategies, innovative models for industrial production management, information systems for SCM. He has published 5 books and over 80 articles in international journals and conference proceedings and has participated in several international and national research projects.