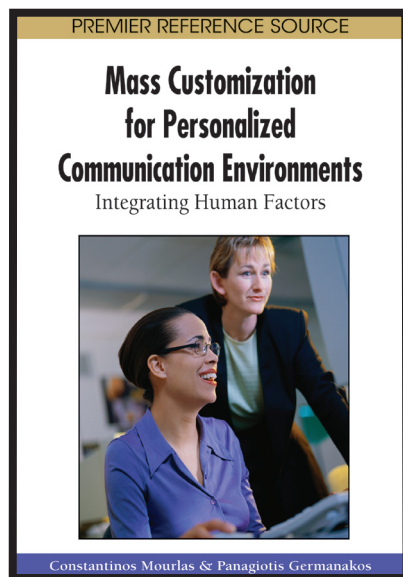


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Mass Customization for Personalized Communication Environments: Integrating Human Factors



Edited by: Constantinos Mourlas and Panagiotis Germanakos, National & Kapodistrian University of Athens, Greece

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Mass customization and personalization are widely appreciated as viable and promising strategies which aim to provide products and services that best serve individuals' personal needs with near mass production efficiency.

Mass Customization for Personalized Communication Environments: Integrating Human Factors focuses on the customization of services and communication environments to advance user satisfaction and provide a total redefinition of the way goods and services are created or sold and customers and vendors interact. This authoritative collection of chapters offers relevant theoretical foundations, principles, methodologies, frameworks, and best practices within the field of research.

"This publication provides pragmatic references, analysis, new methodologies, and architectures that tend to approach the subject more comprehensively providing latest suggestions and solutions."

- **Constantinos Mourlas, National & Kapodistrian University of Athens, Greece**

Subject:

Human Aspects of Technology; E-Business; Web Technologies;
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Market:

This essential publication will be invaluable to academic and research libraries as well as those interested in the utilization of mass customization systems for the personalization of human interaction with technology. Students, researchers, and educators in the fields of computer science, information systems, software engineering, business, and marketing will find this resource provides theories, principles, and practices in developing and implementing personalized communication technologies. A wide range of practitioners including IT project managers, business leaders, and consultants will also benefit.



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Constantinos Mourlas has been an assistant professor in the National and Kapodistrian University of Athens (Greece), Department of Communication and Media Studies since 2002. He obtained his PhD from the Department of Informatics, University of Athens in 1995 and graduated from the University of Crete in 1988 with a Diploma in Computer Science. In 1998 was an ERCIM fellow for post-doctoral studies through research in STFC, UK. He was employed as a lecturer at the University of Cyprus, Department of Computer Science from 1999 till 2002. His previous research work focused on distributed multimedia systems with adaptive behavior, quality of service issues, streaming media and the Internet. His current main research interest is in the design and the development of intelligent environments that provide adaptive and personalized context to the users according to their preferences, cognitive characteristics and emotional state. He has several publications including edited books, chapters, articles in journals and conference contributions. Dr. C. Mourlas has taught various undergraduate as well as postgraduate courses in the Dept. of Computer Science of the University of Cyprus and the Dept. of Communication and Media Studies of the University of Athens. Furthermore, he has coordinated and actively participated in numerous national and EU funded projects.

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