World Academy of Science, Engineering and Technology
International Journal of Geological and Environmental Engineering
Vol:9, No:05, 2015

Impact of Mass Customization for 3D Geographic Information Systems under Turbulent Environments

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Abstract : Mass customization aims to produce customized goods (allowing economies of scope) at lower cost (to achieve economies of scale) using multiple strategies (modularization and postponement). Through a simulation experiment of organizations under turbulent environment, we aim to compare standardization and mass customization of services and assess the impact of different forms of mass customization (early and late postponement) on performance, quality and consumer satisfaction, on the use of modular dynamic 3D Geographic Information System. Our hypothesis is that mass customization performs better and achieves better quality in turbulent environment than standardization, but only when using early postponement strategies. Using mixed methods study, we try to confirm our hypothesis.

Keywords : mass customization, postponement, experiment, performance, quality, satisfaction, 3D GIS
Conference Title : ICCGIS 2015 : International Conference on Cartography and Geoinformation Science
Conference Location : Montreal, Canada
Conference Dates : May 11-12, 2015