



**Maynooth  
University**

National University  
of Ireland Maynooth

**School of Business Research Seminar Series 2016-2017**

***'The Impact of Mass Customisation Capability on Operational Performance'***

**Dr Ali Nazarpour**

**Date: Wednesday, 10 May 2017**

**Time: 12.00pm**

**Venue: RHE01, School of Business Building,  
North Campus, Maynooth University**

**Paper Abstract**

The aim of this research is to develop and test an integrated model of manufacturing practices, mass customisation capability, and operational performance using both the resource-based view and the contingency perspectives as theoretical lenses.

This research contributes to the ongoing debate amongst operations management scholars between trade-offs and cumulative capabilities. We empirically tested the existence of trade-off and / or synergy in mass customisation capability. Our results indicate that mass customisation capability has a positive effect on both flexibility and cost performance. This suggests that firms can compete on more than one dimension at the same time. Furthermore, our study makes a methodological contribution by utilising both survey data from Global Manufacturing Research Group and secondary data from World Bank and United Nations to test our hypotheses. This is a novel approach in operations management.

This study provides managerial insights by illustrating an effective context-practice-capability-performance solution. This study contributes to both the academic and practitioner community with potentially compelling answers to the question of why developing capabilities are or are not always successful.

**About the Speaker**

Dr Ali Nazarpour is Lecturer in Management at Maynooth University School of Business. Ali has been awarded PhD in Operations and Supply Chain Management from University College Dublin, Smurfit School of Business. He earned his BSc degree in Industrial Engineering and Master's degree in Business Administration from Iran University of Science and Technology. Prior to his PhD studies, he worked for two years in the construction sector and seven years in the automotive industry where he served as Sales Supervisor, Marketing and Sales Planning Chief, and Inventory Control Project Manager. Parallel to working in industry Ali was also engaged in teaching and research activities. His dual interests in

industry and academia lead to undertaking his PhD and subsequent career as a researcher and lecturer.

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