

Mestrado Profissional (MP)

COMPLEXITY INFLUENCE ON CONSORTIUM MODULAR OPERATIONAL PERFORMANCE

Authors: Mateus Lemos Simon*¹
Valério Antonio Pamplona Salomon*
Jorge Muniz Junior*

ABSTRACT

Pursuing competitiveness, automakers has increased its product portfolio to expand sales, but it is challenged to produce more variety and greater production volumes. The management of new parts increases systems complexity. The objective of this study is to analyze the relationship between complexity and operational efficiency in high-volume production and high variety of products, typical in the production of commercial vehicles such as trucks and buses. The study is conducted in the Modular Consortium. The recent literature shows research opportunities for better understanding of complexity in order to pursue the client's needs by offering customized products and deal with mass customization without letting go operational performance.

Keywords: Complexity. Mass Customization. Product Variety. Operations Performance.

* Universidade Estadual Paulista (UNESP/GUA)

¹ mateus.simon@yahoo.com.br

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