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**Bolsista de Iniciação Científica - LOPP**  
**Engenharia de Produção - UFRGS**

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- Arrastar o ícone do arquivo salvo e soltá-lo sobre o ícone do HistCite. O programa irá abrir automaticamente

## Selecionar artigos



- 6. Title: **MASS CUSTOMIZATION: STATE-OF-THE-ART AND CHALLENGES**  
Author(s): Blecker Thorsten; Abdelkafi Nizar  
Editor(s): Blecker T; Friedrich G  
Conference: **International Mass Customization Meeting** Location: **Univ Klagenfurt, Klagenfurt, AUSTRIA** Date: **JUN, 2005**  
Source: **MASS CUSTOMIZATION: CHALLENGES AND SOLUTIONS** Book Series: **International Series in Operations Research & Management Science**  
Volume: **87** Pages: **1-25** DOI: **10.1007/0-387-32224-8\_1** Published: **2006**  
Times Cited: **2** (from All Databases)  
[ View abstract ]
  
- 7. Title: **Key technologies for ASP-based product customization service system for SMEs: a case study**  
Author(s): Su Yan; Liao Wenhe; Guo Yu; et al.  
Source: **INTERNATIONAL JOURNAL OF ADVANCED MANUFACTURING TECHNOLOGY** Volume: **42** Issue: **3-4** Pages: **381-397** DOI: **10.1007/s00170-008-1589-z** Published: **MAY 2009**  
Times Cited: **0** (from All Databases)  
[ Full Text ] [ View abstract ]
  
- 8. Title: **Mass customization and firm performance: Impact of manufacturing strategy and environmental uncertainty**  
Author(s): Qi Yinan; Zhang Min  
Editor(s): LiHua R; Egbu C; Zhao ZX; et al.  
Conference: **International Conference on Technology Management and Innovation in China** Location: **Beijing, PEOPLES R CHINA** Date: **OCT 21-23, 2008**  
Sponsor(s): **Univ Int Business & Econ; Univ Cambridge, Judge Business Sch; Univ Salford, Salford Business Sch; Nottingham Trent Univ, Nottingham Business Sch; Emerald Insight Ltd; Global Higher Educ Consulting; China Oxbridge Edu; Earth Publishing Ctr**  
Source: **2008 INTERNATIONAL CONFERENCE TECHNOLOGY MANAGEMENT AND INNOVATION IN CHINA: CHALLENGES AND OPPORTUNITIES IN THE 21ST CENTURY, BOOKS I AND II** Pages: **219-236** Published: **2008**  
Times Cited: **0** (from All Databases)  
[ View abstract ]
  
- 9. Title: **Customization Strategies in Electronic Retailing: Implications of Customer Purchase Behavior**  
Author(s): Thirumalai Sriram; Sinha Kingshuk K.  
Source: **DECISION SCIENCES** Volume: **40** Issue: **1** Pages: **5-36** DOI: **10.1111/j.1540-5915.2008.00222.x** Published: **FEB 2009**  
Times Cited: **3** (from All Databases)  
[ Full Text ] [ View abstract ]
  
- 10. Title: **Customer-oriented Product Customization Model and Its Mathematic Evaluation**  
Author(s): Xiao Gang; Zhang Libin; Gao Fei; et al.  
Editor(s): Chai GZ; Lu CD; Wen DH  
Conference: **Global Conference on Digital Design and Manufacturing Technology** Location: **Hangzhou, PEOPLES R CHINA** Date: **APR 26-28, 2010**  
Sponsor(s): **Comm Drawing Tech; China Engn Graph Soc; Zhejiang Univ Technol; Wenzhou Vocat & Tech Coll**  
Source: **DIGITAL DESIGN AND MANUFACTURING TECHNOLOGY, PTS 1 AND 2** Book Series: **Advanced Materials Research** Volume: **102-104** Pages: **135-139** DOI: **10.4028/www.scientific.net/AMR.102-104.135** Part: **Part 1-2** Published: **2010**  
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# Classificação da pesquisa por Data

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Collection span: 1995 - 2011

Records: 500, Authors: 991, Journals: 135, Cited References: 12294, Words: 1090  
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#	Date / Author / Journal	LCS	GCS	LCR	CR
<b>1995</b>					
1	1 HART CWL <b>MASS CUSTOMIZATION - CONCEPTUAL UNDERPINNINGS, OPPORTUNITIES AND LIMITS</b> INTERNATIONAL JOURNAL OF SERVICE INDUSTRY MANAGEMENT. 1995; 6 (2): 36-&	16	53	0	5
2	2 KOTHA S <b>MASS CUSTOMIZATION - IMPLEMENTING THE EMERGING PARADIGM FOR COMPETITIVE ADVANTAGE</b> STRATEGIC MANAGEMENT JOURNAL. 1995 SUM; 16: 21-42	51	159	0	67
<b>1996</b>					
3	3 Adamides ED <b>Responsibility-based manufacturing</b> INTERNATIONAL JOURNAL OF ADVANCED MANUFACTURING TECHNOLOGY. 1996; 11 (6): 439-448	0	7	0	15
4	4 Kotha S <b>Mass-customization: A strategy for knowledge creation and organizational learning</b> INTERNATIONAL JOURNAL OF TECHNOLOGY MANAGEMENT. 1996; 11 (7-8): 846-858	0	21	0	25
5	5 Lampel J, Mintzberg H <b>Customizing customization</b> SLOAN MANAGEMENT REVIEW. 1996 FAL; 38 (1): 21-&	2	105	1	41
6	6 Eastwood MA <b>Implementing mass customization</b> COMPUTERS IN INDUSTRY. 1996 OCT 15; 30 (3): 171-174	0	30	0	0
<b>1997</b>					
7	7 Gilmore JH, Pine BJ <b>The four faces of mass customization</b> HARVARD BUSINESS REVIEW. 1997 JAN-FEB; 75 (1): 91-&	0	162	0	0
8	8 Feitzinger E, Lee HL <b>Mass customization at Hewlett-Packard: The power of postponement</b> HARVARD BUSINESS REVIEW. 1997 JAN-FEB; 75 (1): 116-&	0	223	0	0
9	9 Fisher ML <b>What is the right supply chain for your product?</b> HARVARD BUSINESS REVIEW. 1997 MAR-APR; 75 (2): 105-&	0	414	0	0
10	10 Tseng MM, Jiao JX <b>Case-based evolutionary design for mass customization</b> COMPUTERS & INDUSTRIAL ENGINEERING. 1997 OCT; 33 (1-2): 319-323	0	10	1	13
#	Date / Author / Journal	LCS	GCS	LCR	CR
11	11 Fulkerson B <b>A response to dynamic change in the market place</b> DECISION SUPPORT SYSTEMS. 1997 NOV; 21 (3): 199-214	0	22	0	17
<b>1998</b>					
12	12 Ranky PG <b>Some aspects of real-time production control in distributed flexible assembly systems</b> ASSEMBLY AUTOMATION. 1998; 18 (1): 57-+	0	2	0	31

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Grand Totals: LCS 71, GCS 5609, CR 18959

List of All Records

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Outras classificações

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#	Date / Author / Journal	LCS	GCS	LCR	CR
<b>1995</b>					
1	1 HART CWL <b>MASS CUSTOMIZATION - CONCEPTUAL UNDERPINNINGS, OPPORTUNITIES AND LIMITS</b> INTERNATIONAL JOURNAL OF SERVICE INDUSTRY MANAGEMENT. 1995; 6 (2): 36-&	16	53	0	5
2	2 KOTHA S <b>MASS CUSTOMIZATION - IMPLEMENTING THE EMERGING PARADIGM FOR COMPETITIVE ADVANTAGE</b> STRATEGIC MANAGEMENT JOURNAL. 1995 SUM; 16: 21-42	51	159	0	67
<b>1996</b>					
3	3 Adamides ED <b>Responsibility-based manufacturing</b> INTERNATIONAL JOURNAL OF ADVANCED MANUFACTURING TECHNOLOGY. 1996; 11 (6): 439-448	0	7	0	15
4	4 Kotha S <b>Mass-customization: A strategy for knowledge creation and organizational learning</b> INTERNATIONAL JOURNAL OF TECHNOLOGY MANAGEMENT. 1996; 11 (7-8): 846-858	0	21	0	25
5	5 Lampel J, Mintzberg H <b>Customizing customization</b> SLOAN MANAGEMENT REVIEW. 1996 FAL; 38 (1): 21-&	2	105	1	41
6	6 Eastwood MA <b>Implementing mass customization</b> COMPUTERS IN INDUSTRY. 1996 OCT 15; 30 (3): 171-174	0	30	0	0
<b>1997</b>					
7	7 Gilmore JH, Pine BJ <b>The four faces of mass customization</b> HARVARD BUSINESS REVIEW. 1997 JAN-FEB; 75 (1): 91-&	0	162	0	0
8	8 Feitzinger E, Lee HL <b>Mass customization at Hewlett-Packard: The power of postponement</b> HARVARD BUSINESS REVIEW. 1997 JAN-FEB; 75 (1): 116-&	0	223	0	0
9	9 Fisher ML <b>What is the right supply chain for your product?</b> HARVARD BUSINESS REVIEW. 1997 MAR-APR; 75 (2): 105-&	0	414	0	0
10	10 Tseng MM, Jiao JX <b>Case-based evolutionary design for mass customization</b> COMPUTERS & INDUSTRIAL ENGINEERING. 1997 OCT; 33 (1-2): 319-323	0	10	1	13
#	Date / Author / Journal	LCS	GCS	LCR	CR
11	11 Fulkerson B <b>A response to dynamic change in the market place</b> DECISION SUPPORT SYSTEMS. 1997 NOV; 21 (3): 199-214	0	22	0	17
<b>1998</b>					
12	12 Ranky PG <b>Some aspects of real-time production control in distributed flexible assembly systems</b> ASSEMBLY AUTOMATION. 1998; 18 (1): 57-+	0	2	0	31

# CLASSIFICAÇÕES

- LCS – Número de citações do artigo dentro da pesquisa
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- CR – Número de referências citadas na bibliografia do artigo



# VISÃO BIBLIOMÉTRICA

## Untitled Collection

Grand Totals: LCS 71, LCSx 70, GCS 5609, SCS n/a, CR 18959, NA 138:  
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 Collection span: 1995 - 2011 (17 years)

### List of All Records

Records: 500, Authors: 991, Journals: 135, Cited References: 12294, Words: 1090  
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#	Date / Author / Journal	LCS	LCS/t	LCSx	GCS	GCS/t	SCS	NA	LCR	CR	LCSb	LCSe	LCS (e/b)
<b>1995</b>													
1	1 HART CWL <b>MASS CUSTOMIZATION - CONCEPTUAL UNDERPINNINGS, OPPORTUNITIES AND LIMITS</b> INTERNATIONAL JOURNAL OF SERVICE INDUSTRY MANAGEMENT. 1995; 6 (2): 36-&	16	0.94	16	53	3.12		1	0	5	0	6	6/0
2	2 KOTHA S <b>MASS CUSTOMIZATION - IMPLEMENTING THE EMERGING PARADIGM FOR COMPETITIVE ADVANTAGE</b> STRATEGIC MANAGEMENT JOURNAL. 1995 SUM; 16: 21-42	51	3.00	51	159	9.35		1	0	67	2	11	5.50
<b>1996</b>													
3	3 Adamides ED <b>Responsibility-based manufacturing</b> INTERNATIONAL JOURNAL OF ADVANCED MANUFACTURING TECHNOLOGY. 1996; 11 (6): 439-448	0	0.00	0	7	0.44		1	0	15	0	0	0
4	4 Kotha S <b>Mass-customization: A strategy for knowledge creation and organizational learning</b> INTERNATIONAL JOURNAL OF TECHNOLOGY MANAGEMENT. 1996; 11 (7-8): 846-858	0	0.00	0	21	1.31		1	0	25	0	0	0
5	5 Lampel J, Mintzberg H <b>Customizing customization</b> SLOAN MANAGEMENT REVIEW. 1996 FAL; 38 (1): 21-&	2	0.13	2	105	6.56		2	1	41	0	0	0
6	6 Eastwood MA <b>Implementing mass customization</b> COMPUTERS IN INDUSTRY. 1996 OCT 15; 30 (3): 171-174	0	0.00	0	30	1.88		1	0	0	0	0	0
<b>1997</b>													
7	7 Gilmore JH, Pine BJ <b>The four faces of mass customization</b> HARVARD BUSINESS REVIEW. 1997 JAN-FEB; 75 (1): 91-&	0	0.00	0	162	10.80		2	0	0	0	0	0
8	8 Feitzinger E, Lee HL <b>Mass customization at Hewlett-Packard: The power of postponement</b> HARVARD BUSINESS REVIEW. 1997 JAN-FEB; 75 (1): 116-&	0	0.00	0	223	14.87		2	0	0	0	0	0
9	9 Fisher ML <b>What is the right supply chain for your product?</b> HARVARD BUSINESS REVIEW. 1997 MAR-APR; 75 (2): 105-&	0	0.00	0	414	27.60		1	0	0	0	0	0
10	10 Tseng MM, Jiao JX <b>Case-based evolutionary design for mass customization</b> COMPUTERS & INDUSTRIAL ENGINEERING. 1997 OCT; 33 (1-2): 319-323	0	0.00	0	10	0.67		2	1	13	0	0	0
#	Date / Author / Journal	LCS	LCS/t	LCSx	GCS	GCS/t	SCS	NA	LCR	CR	LCSb	LCSe	LCS (e/b)
11	11 Fulkerson B <b>A response to dynamic change in the market place</b> DECISION SUPPORT SYSTEMS. 1997 NOV; 21 (3): 199-214	0	0.00	0	22	1.47		1	0	17	0	0	

# NOVAS CLASSIFICAÇÕES

- LCS/t – Citações do artigo na pesquisa por ano
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- GCS/t – Citações do artigo em todas as fontes por ano
- NA – Número de autores
- LCSb – Citações no início
- LCSe – Citações no fim
- LCS(e/b) – Razão

# Informações de cada artigo

Record 1 View: Standard Edit

**Author(s):** KOTHA S (KOTHA, S)

**Title:** MASS CUSTOMIZATION - IMPLEMENTING THE EMERGING PARADIGM FOR COMPETITIVE ADVANTAGE

**Source:** STRATEGIC MANAGEMENT JOURNAL 16: 21-42

**Date:** 1995 SUM

**Document Type:** Journal : Article

**DOI:** 10.1002/smj.4250160916

**Language:** English

**LCR:** 0 **CR:** 67 **LCS:** 13 **GCS:** 159 **SCS:**

**Comment:**

**Address:**

**Reprint:** KOTHA, S (reprint author), NYU,LEONARD N STERN SCH BUSINESS,NEW YORK,NY, USA

**E-mail:**

**Author Keywords:** MASS CUSTOMIZATION; LEARNING; NEW PRODUCT DEVELOPMENT AND MASS CUSTOMIZATION; JAPANESE MANAGEMENT PRACTICES; NEW KNOWLEDGE CREATION

**KeyWords Plus:** TECHNOLOGIES; STRATEGIES; ECONOMIES; KNOWLEDGE; SCOPE; FIRMS; TIME

**Abstract:** In many industries the dominant paradigm, 'mass production,' is being challenged by the emerging paradigm, mass customization.' Accordingly, many researchers posit that firms which replace 'mass production' with 'mass customization' will gain a significant competitive advantage. Based on an in-depth study of the National Bicycle Industrial Company (NBIC), this paper explores the dynamics of pursuing both mass production and mass customization strategies simultaneously. At the operational level, the paper discusses the organizational mechanisms instituted by the NBIC in order to benefit from the simultaneous pursuit of both approaches. At the competitive level, it isolates the relative contributions of both approaches to the overall competitive positioning of this firm in its industry. Based on this discussion, it provides a framework that illustrates the dynamics involved in the pursuit of both approaches. Implicitly, the paper argues that for firms competing in rapidly changing environments the ability to maintain a sustainable competitive advantage depends on the firm's capability to create knowledge by interacting both mass customization and mass production approaches. Finally, the paper concludes with managerial and research implications regarding the emerging paradigm of mass customization.

**Cited References:**

GARUD R, 1995, STRATEGIC MANAGE J, V16, P93, DOI 10.1002/smj.4250160919  
SANCHEZ R, 1995, STRATEGIC MANAGE J, V16, P135, DOI 10.1002/smj.4250160921  
KOTHA S, 1995, STRATEGIC MANAGE J, V16, P195, DOI 10.1002/smj.4250160305  
KOTHA S, 1995, STRATEGIC MANAGE J, V16, P75, DOI 10.1002/smj.4250160108  
GARUD R, 1994, ACAD MANAGE REV, V19, P671, DOI 10.2307/258741  
VONHIPPEL E, 1994, MANAGE SCI, V40, P429, DOI 10.1287/mnsc.40.4.429  
NONAKA I, 1994, ORGAN SCI, V5, P14, DOI 10.1287/orsc.5.1.14  
BIRD A, 1994, ADV INT RELATIONS IN, V6, P73  
HAYES RH, 1994, HARVARD BUS REV, V71, P77  
HILL T, 1994, MANUFACTURING STRATE  
RIFKIN G, 1994, NY TIMES A, P1  
NAYYAR PR, 1993, ACAD MANAGE J, V36, P1652, DOI 10.2307/256825  
PINE BJ, 1993, HARVARD BUS REV, V71, P108  
GARVIN DA, 1993, HARVARD BUS REV, V71, P78

## Untitled Collection

### All-Author List (991)

Records: 500, Authors: 991, Journals: 135, Cited References: 12294, Words: 1090

Yearly output | Document Type | Language | Institution | Institution with Subdivision | Country

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#	Author	Recs	TLCS	TGCS
1	Jiao JX	22	0	573
2	Tseng MM	19	1	482
3	Huang GQ	11	0	23
4	Forza C	10	0	184
5	Salvador F	9	0	187
6	Tu YL	9	0	47
7	Simpson TW	8	0	182
8	Agard B	7	0	22
9	Franke N	7	1	101
10	Kumar A	7	0	28
11	Kusiak A	6	0	26
12	Li L	6	0	4
13	Mistree F	6	0	180
14	Siddique Z	6	0	16
15	Trentin A	6	0	13
16	Xue D	6	0	21
17	Zhang YY	6	0	113
18	Du XH	5	0	109
19	Wang LY	5	0	5
20	Brabazon PG	4	0	17
21	da Cunha C	4	0	17
22	Fogliatto FS	4	0	26
23	Jiao J	4	1	22
24	Lau AKW	4	0	3
25	Ninan JA	4	0	6
26	Piller FT	4	1	72
27	Pokharel S	4	0	11
28	Schreier M	4	0	13

# TIPOS DE ANÁLISES:

- Autor
- Revista
- Referências citadas
- Palavras

