Fighting Product Piracy: Selecting action measures for OEMs based on links to situational influencing factors.

Abstract:
As globalization continues to open new markets and expand world trade, original equipment manufacturers (OEMs) are now experiencing the serious side effect of “product piracy”, a term that encompasses all illegal activities related to product imitation, counterfeiting, copying, intellectual property infringement and brand name misuse amongst others. This paper focuses on the identification of influencing factors that lead to product piracy. It explains basic boundary conditions to the problem and the authors’ vision of developing a tool for industry partners that provides a choice of action measures to adequately fight product piracy. In order to realize this vision, a network of influence factors and several algorithmic possibilities are explained.

Stichworte:
Product Piracy; plagiarism; counterfeiting; decision support; influence factors

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