

## International Workshop on Marketing Science and Service Research

●Venue: Kojima Hall, Graduate School of Economics, University of Tokyo

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●Sponsor: JSPS KAKENHI Grant Number (A) 25245054

Co-sponsors : Center for Data Science and Service Research, Graduate School of Economic and Management, Tohoku University

Service Science Research Center, The Institute of Statistical Mathematics

～Program～

December 21<sup>st</sup> (Wed)

10:00-11:30      Session 1      Chair: Tadahiko Sato (U. of Tsukuba)

1.1 Sotaro Katsumata\* (Osaka U.), Wirawan Dony Dahana (Osaka U.) and Nozomi Nakajima (Miyagi Gakuin Women's U.)

“A Choice Model of Category-Based Process and its Application for New Product Strategy”

1.2 Yinxing Li\* (Tohoku U.) and Nobuhiko Terui (Tohoku U.)

“Social Media and Diffusion for Information Technology Product”

1.3 Kazuhiro Miyatsu\* and Tadahiko Sato (U. of Tsukuba)

“Modeling of Relationship between Mental Accounting and Purchase Behaviors: Proposal of Hierarchical Bayesian Threshold Poisson Regression Model”

Lunch Break : 11:30-13:30

13:30-15:30      Session 2(Invited Speakers Session)      Chair: Makoto Abe (U. of Tokyo)

2.1 Janghyuk Lee\* (Korea U.) and Hee-Kyung Ahn (Hanyang U.)

“Asymmetric impacts on subjective probabilities: a case of state lottery”

2.2 P.K. Kannan (U. of Maryland)

“Studies in Modeling Crowdfunding Behavior”

Break : 15:30-16:00

16:00-17:30      Session 3      Chair: Takuya Satomura (Keio U.)

3.1 Tsukasa Ishigaki (Tohoku U.)

“Toward an Overall Optimization of Marketing Resource Allocation in Big-data Environment”

3.2 Shohei Hasegawa (Hosei U.)

“Quantile Regression Analysis of Marketing Data”

3.3 Keiko Yamaguchi\* (GiXo Ltd.) and Makoto Abe (U. of Tokyo)

"Analyzing Antecedent Factors of Cognitive Dissonance using E-Commerce Data"

18:00- Reception

December 22<sup>nd</sup> (Thr)

10:00-11:30      Session 4      Chair: Nozomi Nakajima (Miyagi Gakuin Woman's U.)

4.1 Fumiyo N. Kondo \* and Qazi M. Ghyas (U. of Tsukuba)

“Expansion of Mobile Information Services toward Improving Quality of Life: A Case Study on Japanese Students”

4.2 Takuya Satomura (Keio U.)

“Evaluation of Topic Quality for Shopper Insights”

4.3 Nobuhiko Terui\* (Tohoku U.) and Yinxing Li (Tohoku U.)

“Measuring Large Scale Market Responses from POS Data -Regression Model for High Dimensional Sparse Data”

Lunch Break : 11:30-13:00

13:00-14:30      Session 5      Chair: Nobuhiko Terui (Tohoku U.)

5.1 Wirawan Dony Dahana\* (Osaka U.), Nozomi Nakajima (Miyagi Gakuin Women's U.), Katsuaki Tanaka (Setsunan U.)

“Measuring the Relation between Channel Usage and Customer Life Time Value”

5.2 Masataka Ban (Nihon U.), “Consumer clustering model based on the time of new product adoption using ID-POS data”

5.3 Tomohiko Inoue\* and Tadahiko Sato (U. of Tsukuba)

"Market Response Analysis using Distributed Lag Model with Time-Varying Coefficients"