

## International Workshop on Data Science and Service Research

Challenges for Big Data in our Society: Statistical Analysis of Large Scale,  
High Dimensional Data for Socio-Economic Problems



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Graduate School of Education Administration Office  
11F Large Conference Room

### PROGRAM

10:00~10:15	Welcome remarks	Prof. Nobuhiko Terui (DSSR, Tohoku University)
10:15~11:00	"Impact of Attribution Metrics on Return on Keyword Investment in Paid Search Advertising"	Prof. P.K.Kannan (University of Maryland)
11:00~11:45	"An Economic Model for Charitable Donations"	Prof. Jaehwan Kim (Korea University)
11:45~12:30	"The Complex Network of Social Media"	Prof. William Rand (University of Maryland)
	Lunch	
14:00~14:45	"Is Loyalty Transferable? An Evidence from Partnership Loyalty Program Network"	Prof. Jae Wook Kim (Korea University)
14:45~15:30	"Developing Data Analytics Skills in Japan: Status and Challenge"	Prof. Hiroshi Maruyama (The Institute of Statistical Mathematics)
	Break	
16:00~16:45	"A Large-Scale Marketing Model using Dimension Reduction and Variational Bayes Inference"	Assoc. Prof. Tsukasa Ishigaki (Tohoku University)
16:45~17:30	"Rich Vehicle Routing Problems and Our Challenges"	Senior assistant. Prof. Akifumi Kira (Tohoku University)
	Reception in Lupo	

**Register Now!**

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Center for Data Science and Service Research  
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