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< 雑誌論文 >

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著者名	論文表題	雑誌名(巻)	頁	発行年	査読
<u>Zhen Li</u> , <u>Lin Huang</u> , <u>Chao Fan</u>	Does Increasing Volume of Online Reviews Really Help Sales? An In-depth Analysis Based on Web Crawling	Proc. of 38th ISMS Marketing Science Conference	1-15	2016年	有
<u>Zhen Li</u> , <u>Katsutoshi Yada</u>	Complementary Relationship between Private Brands and National Brands: Empirical Evidence Based on POS Data	Proc. of 38th ISMS Marketing Science Conference	31-43	2016年	有
<u>Zhen Li</u> , <u>Ken Ishibashi</u> , <u>Keiji Takai</u> , <u>Katsutoshi Yada</u>	Shop Area Visit Ratio, Stay Time, and Sales Outcomes: In-depth Analysis Based on RFID Data	Proc. of 2nd Asia-Pacific World Congress on Computer Science and Engineering	1-7	2015年	有
<u>Zhen Li</u> , <u>Katsutoshi Yada</u>	Why Do Retailers End Price Promotions: A Study on Duration and Profit Effects of Promotion	Proc. of IEEE 15th International Conference on Data Mining Workshops	328-335	2015年	有

< 学会発表 >

発表者名	発表標題	学会名	開催地	発表
<u>Zhen Li</u> , <u>Ken Ishibashi</u> , <u>Keiji Takai</u> , <u>Katsutoshi Yada</u>	Shop Area Visit Ratio, Stay Time, and Sales Outcomes: In-depth Analysis Based on RFID Data	2nd Asia-Pacific World Congress on Computer Science and Engineering	Fiji	2015年12月
<u>Zhen Li</u> , <u>Katsutoshi Yada</u>	Why Do Retailers End Price Promotions: A Study on Duration and Profit Effects of Promotion	15th International Conference on Data Mining Workshops - DMS 2015	Atlantic City, USA	2015年11月
<u>Zhen Li</u> , <u>Katsutoshi Yada</u>	Why Do Retailers End Price Promotions: A Study on Duration and Profit Effects of Promotion	2015 IEEE International Workshop on Data Mining for Service	Atlantic City, NJ, USA	2015年11月
<u>Zhen Li</u>	A Study on the Simultaneous Relationship Between Sales Volume and Customer Reviews in China's B2C Online Markets	2nd International Conference of Asian Marketing Associations	Waseda University, Tokyo	2015年10月