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<図書>

著者名	書名	出版者	発行年	総ページ数
矢田 勝俊(分担執筆)	岩波データサイエンス vol.4	岩波書店	2016年	144

<雑誌論文>

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金子雄太、 石橋健、 矢田勝俊	視線追跡データ取得の ための店舗実験と消費者 行動の分析―消費者の 注視情報から購買傾向を 探る―	公益社団法人 日本経 営工学会「経営システム」 (第28巻 第2号)	103-108	2019年	無
Xi Zhong, Ken Ishibashi, Katsutoshi Yada	An Empirical Study of the Relationship Among Self- Control, Price Promotions and Consumer Purchase Behavior	2018 IEEE International Conference on Systems, Man, and Cybernetics (SMC)	1863-1868	2018年	有
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Katsutoshi Yada, Kohei Ichikawa, Keiji Takai, Kei Miyazaki	A Framework of ASP for shopping path analysis	Proc. of the 4th Asia- Pacific World Congress on Computer Science and Engineering 2017 (APWC on CSE 2017)	49-54	2018年	有
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左 毅, 矢田 勝俊	ペイジアンネットワー クを用いた消費者行動 モデルの構築実験	オペレーションズ・リ サーチ (経営の科学) vol.62, no.12	795-800	2017年	有
Yuta Kaneko, Katsutoshi Yada	スケールの階層性から 探るスーパーマーケッ トの消費者行動	オペレーションズ・リ サーチ (経営の科学) vol.62, no.12	807-814	2017年	無

<u>Wai Tik So,</u> <u>Katsutoshi Yada</u>	A Framework of Recommendation System Based on In-store Behavior	Proceedings of the 4th Multidisciplinary International Social Networks Conference,	1-4	2017年	
<u>Yuta Kaneko,</u> <u>Shinya Miyazaki,</u> <u>Katsutoshi Yada</u>	The Influence of Customer Movement between Sales Areas on Sales Amount: A Dynamic Bayesian Model of the In-store Customer Movement and Sales Relationship	Procedia Computer Science, vol.112	1845-1854	2017年	有
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<u>Natsuki Sano,</u> <u>Reo Tsutsui,</u> <u>Katsutoshi Yada,</u> <u>Tomomichi Suzuki</u>	Clustering of Customer Shopping Paths in Japanese Grocery Stores	Procedia Computer Science, 2016, Vol. 96	1314-1332	2016年	有
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<u>Zhen Li,</u> <u>Katsutoshi Yada</u>	Does the Existence of Private-Label Brands Really Impede National Brands Sales? Empirical Evidence Based on POS Data	Proc. Of 2016, 3rd International Conference of Asian Marketing Associations	1-17	2016年	有
<u>Yuta Kaneko,</u> <u>Katsutoshi Yada</u>	A Deep Learning Approach for the Prediction of Retail Store Sales	Proc. of the 2016 IEEE 16th International Conference on Data Mining Workshops	531-537	2016年	有
<u>Zhen Li,</u> <u>Ken Ishibashi,</u> <u>Yuta Kaneko,</u> <u>Kei Miyazaki,</u> <u>Hiromi Shioji,</u> <u>Katsutoshi Yada</u>	Vehicle Ownership and Economic Development	Proc. of 3rd Asia-Pacific World Congress on Computer Science and Engineering	171-180	2016年	有
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<u>Yuta Kaneko,</u> <u>Katsutoshi Yada</u>	Fractal Dimension of Shopping Path: Influence on Purchase Behavior in a Supermarket	Procedia Computer Science, 2016, vol.96	1764-1771	2016年	有
津本周作、矢田勝俊、 福井健一、小野田崇、 阿部明典、中嶋宏	データマイニングの応用	医療情報学, Vol. 36 No. 6	315-324	2016年	無
<u>Yi Zuo</u> <u>Katsutoshi Yada</u>	Using Statistical Learning Theory for Purchase Behavior Prediction via Direct Observation of In-store Behavior	2015 2nd Asia-Pacific World Congress on Computer Science and Engineering (APWC on CSE 2015)	1-6	2015年	有

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<u>Yuta Kaneko,</u> <u>Katsutoshi Yada</u>	Visualization System for Shopping Path	Procedia Computer Science, 2015, Vol. 60	1772-1779	2015年	有
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<u>Natsuki Sano,</u> Syusuke Tamura, <u>Katsutoshi Yada,</u> Tomomichi Suzuki	Evaluation of Price Elasticity and Brand Loyalty in Milk Products	Proc. of 18th International Conference on Knowledge-Based and Intelligent Information & Engineering Systems	1482-1487	2014年	有
<u>Yi Zuo,</u> A.B.M. Shawkat Ali, <u>Katsutoshi Yada</u>	Consumer Purchasing Behavior Extraction Using Statistical Learning Theory	Procedia Computer Science	1464-1473	2014年	有

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<u>Ken Ishibashi,</u> <u>Katsutoshi Yada</u>	Assessment of Effect of POP on Purchase Behavior: Comparison of Effectiveness of Eye-tracking Data and Shopping Path Data	The 5th Asia-Pacific World Congress on Computer Science and Engineering 2018(APWC on CSE 2018)	Fiji	2018年12月
<u>Yuta Kaneko,</u> <u>Katsutoshi Yada</u> Wataru Ihara Ryunosuke Odagiri	How Game Users Consume Virtual Currency: The Relationship Between Consumed Quantity, Inventory, and Elapsed Time since Last Consumption in the Mobile Game World	ICDM DMS2018	Singapore	2018年11月
Xi Zhong, <u>Ken Ishibashi,</u> <u>Katsutoshi Yada</u>	An Empirical Study of the Relationship Among Self-Control, Price Promotions and Consumer Purchase Behavior	2018 IEEE International Conference on Systems, Man, and Cybernetics (SMC)	Miyazaki Japan	2018年10月

<u>Yi Zuo,</u> <u>Katsutoshi Yada,</u> Tieshan Li. Phillip Chen	Application of Network Analysis Techniques for Customer In-store Behavior in Supermarket	2018 IEEE International Conference on Systems, Man, and Cybernetics (SMC)	Miyazaki Japan	2018年10月
<u>Katsutoshi Yada,</u> Yi Sun, <u>Bo Wu</u>	The Short-Term Impact of an Item-Based Loyalty Program	2018 IEEE International Conference on Systems, Man, and Cybernetics (SMC)	Miyazaki Japan	2018年10月
金子雄太、 石橋健、 矢田勝俊	視線追跡データを用いた消費者の店舗内購買行動の分析	PACIS2018主催記念特別全国研究発表大会	TKPガーデンシティ PREMIUM横浜ランドマークタワー	2018年6月
<u>Katsutoshi Yada,</u> <u>Kohei Ichikawa,</u> <u>Keiji Takai,</u> <u>Kei Miyazaki</u>	A Framework of ASP for shopping path analysis	The 4th Asia-Pacific World Congress on Computer Science and Engineering 2017	Mana Island Resort and Spa, Fiji	2017年12月
<u>Yuta Kaneko,</u> <u>Katsutoshi Yada</u>	Do Sales Promotions Affect Dynamic Changes in Sales Outcomes: Estimation of Dynamic State of Product Sales	The 4th Asia-Pacific World Congress on Computer Science and Engineering 2017	Mana Island Resort and Spa, Fiji	2017年12月
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<u>Yuta Kaneko,</u> <u>Shinya Miyazaki,</u> <u>Katsutoshi Yada</u>	The Influence of Customer Movement between Sales Areas on Sales Amount: A Dynamic Bayesian Model of the In-store Customer Movement and Sales Relationship	21st International Conference on Knowledge-Based and Intelligent Information & Engineering Systems	Marseille, France	2017年9月
<u>Yuta Kaneko,</u> <u>Katsutoshi Yada</u>	A Deep Learning Approach for the Prediction of Retail Store Sales	2016 IEEE 16th International Conference on Data Mining Workshops	World Trade Center Barcelona, Spain	2016年12月
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<u>Zhen Li,</u> <u>Katsutoshi Yada</u>	Complementary Relationship between Private Brands and National Brands: Empirical Evidence Based on POS Data	38th ISMS Marketing Science Conference	Shanghai, China	2016年6月
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<u>Suguru Shibasaki,</u> <u>keiji Takai,</u> <u>Katsutoshi Yada</u>	Self-control and consumer behavior	International Marketing Trends Conference	Venice, Italy	2016年1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
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<u>Katsutoshi Yada</u>	How Does Purchase of a Product Affect the Next Purchase?	14th International Marketing Trends Program Conference	Paris, France	2015年1月
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