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AKIHIRO INOUE



**Fujitsu-Chair Professor of Marketing
Graduate School of Business Administration
Keio University**

SCHOOL ADDRESS:

Graduate School of Business Administration, Keio University
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CURRENT STATUS

Fujitsu-Chair Professor of Marketing
Graduate School of Business Administration, Keio University

EDUCATION

Ph. D., Business Administration (Marketing), June 1996
The John E. Anderson Graduate School of Management at UCLA
Doctor of Business Administration (Marketing), leave-of-absence 1992
Kwansei Gakuin University
M. B. A., Kwansei Gakuin University, 1989
B. A., Business Administration, Kwansei Gakuin University, 1987

MEMBERSHIP OF ACADEMIC SOCIETIES

Japan Institute of Marketing Science

President 2015-2021, Executive Board Member 2001-, Area Editor 2010-

Japan Association for Consumer Studies

Executive Board Member 2003-

Japan Marketing Academy

Executive Board Member 2012-, Area Editor 2002-2016

The Japan Society for Management Information

Area Editor 2011-

European Marketing Academy

Executive Board Member, Japan Representative 2003-2008

Japan Society of Marketing and Distribution

The INFORMS (Marketing Science)

DISSERTATION

"Discrete Choice Models Integrating Competitive Market Structure, Consumer Preference Structure, and Marketing Tool Effects"

Chair: Professor Lee G. Cooper (Anderson Graduate School of Management, UCLA)

RESEARCH INTERESTS

Competitive Market Structure Analysis

Choice models

Business Strategy

Internet Marketing

Marketing Communication

Cross Media Marketing

Marketing ROI

Product Development

Brand Management

Database Marketing

EXTERNAL ACTIVITIES

Yonsei University, School of Business, GMBA Program

Visiting Professor 2012-2020

Japan CliniClown Association

Executive Board Member 2015-

Synergy Marketing Inc.

External Executive Board Member 2013-2016

PUBLICATIONS: Papers

- Inoue, Akihiro (1988), "Managerial Suggestions to Build a Convenience Store Adjacent to Service Station: An Application of Conjoint Analysis and Logit Model," *Kwansei Gakuin Shogaku Kenkyu*, **24** (April), 71-90 (in Japanese).
- Inoue, Akihiro (1989), "A Logical Inconsistency of the PRODEGY Model and its Remedy," *Kwansei Gakuin Shogaku Kenkyu*, **26** (December), 35-52 (in Japanese).
- Inoue, Akihiro (1990), "An Empirical Comparison of Clustering Methods in the Conjoint Measurement," *Kwansei Gakuin Shogaku Kenkyu*, **27** (March), 39-58 (in Japanese).
- Inoue, Akihiro and Masao Nakanishi (1990), "A Competitive Market Structure Analysis with Population Heterogeneity," *Japan Marketing Science*, **35** (June), 9-17 (in Japanese).
- Inoue, Akihiro (1990), "Concise Programming with the SAS/ IML and Its Application to Competitive-Market-Structure-Analysis Models," *SAS Users' Group International-Japan '90* (July), 81-96 (in Japanese).
- Inoue, Akihiro (1990), "Specification of Competitive Group Identification Models as a Latent Class Analysis: the Implication and Limitations," *Kwansei Gakuin Shogaku Kenkyu*, **28** (October), 15-29 (in Japanese).
- Inoue, Akihiro (1991), "Comparison of Estimation Algorithms: Descent and Goodman Methods," *Kwansei Gakuin Shogaku Kenkyu*, **29** (March), 20-33 (in Japanese).
- Inoue, Akihiro (1991), "Comparison of Competitive Group Identification Models through Specifications as a Latent Class Analysis Model," *Japan Marketing Science*, **37** (June), 11-19 (in Japanese).
- Nakanishi, Masao, Akihiro Inoue, and Osamu Takauchi (1991), "Analysis of Shopper Survey Data," *Japan Marketing Science*, **38** (December), 1-6 (in Japanese).

- Inoue, Akihiro (1992), "A System of Models to Identify Competitive Groups with Heterogeneity: MIGHT," *Journal of Marketing Science*, **1**, 1-2 (December), 12-37 (in Japanese).
- Inoue, Akihiro (1995), "A Choice Model with Perceived Risk," *Advances in Consumer Studies*, **3**, 1 (September), 91-109 (in Japanese).
- Inoue, Akihiro (1996), "A Discrete Choice Model Integrating Competitive Market Structure, Consumer Preference Structure, and Effects of Marketing Actions," *Kwansei Gakuin Journal of Business Administration*, **43**, 2-3-4 (January), 135-160 (in Japanese).
- Inoue, Akihiro (1996), "Current Status of Competitive Market Structure Analysis Methods and Future Directions," *Marketing Journal*, **15**, 4, 95-102 (in Japanese).
- Inoue, Akihiro (1996), "An Examination of the Techniques of Competitive Market Structure Analysis," *JACS News Letter*, **3**, 3 (in Japanese).
- Cooper, Lee G., Daniel Klapper, and Akihiro INOUE (1996), "Competitive-Component: Analysis: A New Approach to Calibrating Asymmetric Market-Share Models," *Journal of Marketing Research*, **33** (May), 224-238.
- Cooper, Lee G., and Akihiro INOUE (1996), "Building Market Structures From Consumer Preferences," *Journal of Marketing Research*, **33** (August), 293-302.
- Inoue, Akihiro (1996), *Discrete Choice Models Integrating Competitive Market Structure, Preference Structure, and Marketing Tool Effects*. Ann Arbor: UMI Press. (Ph. D. Dissertation in Management, University of California, Los Angeles) September, 1996.
- Inoue, Akihiro (1997), "Competitive Market Structure Based Upon Preference Structure: An Application to Dish Detergent Market," *Kwansei Gakuin Journal of Business Administration*, **45**, 1, 85-102 (in Japanese).

- Inoue, Akihiro, and Junya Ishibuchi (1997), "Testing Mehrabian and Russell Model Using Structural Equation Modeling," *Kwansei Gakuin Studies in Computer Sciences*, **12**, 39-58 (in Japanese).
- Inoue, Akihiro, and Junko Katakura (1997), "Measuring the Interaction Effect of Values and Ads on Brand Choice: An Application to Japanese Panel Data," *Advances in Consumer Studies*, **5**, **1** (September), 67-84 (in Japanese).
- Inoue, Akihiro (1998), "Study on the Pattern of In-Store Promotion Effects on Brand Choice," *Nikkei Advertising Research*, **179** (June), 51-62 (in Japanese).
- Inoue, Akihiro (1998), "Characteristics and Potentials of Internet Ads," *Japan Journal of Marketing*, **18**, **3** (December), 38-48 (in Japanese).
- Inoue, Akihiro (1998), "The Need of Theoretical Identification of Latent-Class-Analysis Based Competitive-Market-Structure-Analysis Models," *International Review of Business*, **4** (July), 31-56.
- Inoue, Akihiro (1998), "Classification of Competitive-Market-Structure Analysis Models and Future Research," *JIMS Journal of Marketing Science*, **7** (December), 62-83 (in Japanese).
- Inoue, Akihiro (1999), "An Experiment on Web Ads," *Kwansei Gakuin Journal of Business Administration*, **46**, **5**, 55-72 (in Japanese).
- Inoue, Akihiro (1999), "A Model of Measuring Ad Effects Based Upon Values - Brand and Ad Values," *Nikkei Advertising Research*, **187** (October), 8-13 (in Japanese).
- Inoue, Akihiro (2000), "A Model for Measuring the Mass-Ad Effects and Optimally Allocating Ad Budgets," *Kwansei Gakuin Journal of Business Administration*, **47**, **5**, 55-72 (in Japanese).
- Inoue, Akihiro (2000), "A Media Planning Model: Ad-Effect Measurement and Optimal Budget Allocation," *Nikkei Advertising Research*, **193** (October), 9-15 (in Japanese).

- Inoue, Akihiro (2001), "Development of Scales for Measuring Mega-Brand Potency," *Kwansei Gakuin Journal of Business Administration*, **48**, **3**, 133-56 (in Japanese).
- Inoue, Akihiro (2001), "Two E-Values: Internet Values and Fashion Values," *Journal of Apparel Consumptions Science*, **42**, 206-211 (in Japanese).
- Inoue, Akihiro (2001), "Consumer-Behavior Studies and Marketing Modeling," *Japan Journal of Marketing*, **21**, **1** (June), 11-26 (in Japanese).
- Inoue, Akihiro (2001), "An Approach to the Synthesis and Analysis of Incomplete Marketing Data," *International Review of Business*, **5**, 21-31.
- Inoue, Akihiro (2001), "Potency of Brand Management via Internet Marketing," *Nikkei Advertising Research*, **199** (October), 10-17 (in Japanese).
- Kumiko, Matsunaka, Akihiro Inoue, and Yo, Miyata (2002), "The Effect of Sight Levels on Daily Stressors and Coping Styles," *Japanese Psychological Research*, **44**, **1**, 1-8.
- Inoue, Akihiro (2002), "A Study on the Potential of Marketing Management of Virtual Community," *Kwansei Gakuin Journal of Business Administration*, **49**, **4**, 135-60 (in Japanese).
- Inoue, Akihiro (2002), "A Study of the Effectiveness of Internet Ads," *Kwansei Gakuin Journal of Business Administration*, **50**, **1•2**, 279-303 (in Japanese).
- Inoue, Akihiro (2003), "Review on the Models of Competitive Market Structure Analyses," *Japan Operations Research*, **48**, **5**, 373-379 (in Japanese).
- Inoue, Akihiro (2003), "An Examination of Marketing Management and Values," *Kwansei Gakuin Journal of Business Administration*, **51**, **2**, 39-55 (in Japanese).

- Inoue, Akihiro, Tetsu Kobayashi, and Haruo Umemoto (2004), "An Approach to Managerially Identifying a Brand's Cognitive Hierarchical Structure," *33rd EMAC Conference Proceedings* (The European Marketing Academy).
- Inoue, Akihiro, Tetsu Kobayashi, and Haruo Umemoto (2004), "A Structural-Equation-Modeling Based Approach to Managerially Identifying A Brand's Cognitive Hierarchical Structure," in *Annals of Japan Mathematical Statistics Institute, No. 20, Recent Development of Statistical Modeling in Marketing – Latent Variable and Latent Structure Approach – Proceedings*.
- Inoue, Akihiro (2005), "An Extension of Market-Share Models," *Kwansei Gakuin Journal of Business Administration*, **52**, **4**, 235-54 (in Japanese).
- Inoue, Akihiro, and Parissa Haghirian (2005), "Japanische Konsumenten und ihre Einstellung gegenüber Werbung im mobilen internet," *Der Markt Zeitschrift für Absatzwirtschaft und Marketing*, **5**, 72-82 (in German).
- Inoue, Akihiro (2006), "A New Approach to Customers," *Japan Journal of Marketing*, **25**, **4**, 44-49 (in Japanese).
- Inoue, Akihiro (2006), "Marketing Research Information via Internet and Marketing Decision Making," *The Journal of Marketing and Distribution*, **449**, 2-8 (in Japanese).
- Inoue, Akihiro, Nobuto Imamura, Tetsu Kobayashi, and Haruo Umemoto (2007), "Hierarchical Value-Structure Mapping via Focus Group Laddering: G_Lad," *36th EMAC Conference Proceedings* (The European Marketing Academy).
- Ko, Alice, and Akihiro Inoue (2008), "Measurement of Effects of Ranking Information on Consumer Choice-Behavior: Examination of the Effects from the viewpoints of Summarization and Category-Generation," *Japan Journal of Marketing*, **28**, **3** (January), 35-43 (in Japanese).
- Inoue, Akihiro (2008), "A New Customer-Relationship Marketing," *The Journal of Marketing and Distribution*, **470**, 24-32 (in Japanese).

- Inoue, Akihiro, Yuichi Kaneko, Makoto Suzuki, and Yu Yamaguchi (2009), "Development of Profiles of Consumer Behavior based upon Consumers' Value Structures," in *Proceedings of Japan Association of Consumer Studies at Keio University* (in Japanese).
- Inoue, Akihiro (2009), "Marketing Information and Decision Making from the Viewpoint of Service Management," *Systems, Control, and Information*, **53**, **9**, 397-402 (in Japanese).
- Fukushima, Masashi, Akihiro Inoue, and Tokihiko Niwa (2010), "Emotional evaluation of TV-CM using the fractal dimension and the largest Lyapunov exponent," *Proceedings of IEEE SMC 2010, Istanbul*, 1473-6.
- Inoue, Akihiro (2010), "Marketing Communication Strategy and Marketing ROI under Cross-Media Environment, " in *Electronic-Business Intelligence - For Corporate Competitive Advantages in the Age of Emerging Technologies & Globalization* (eds.) G. Chen, E. E. Kerre, J. C. Westland, and R. Wang. Amsterdam, Atlantis Press.
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- Inoue, Akihiro, Akihiro Nishimoto, and Takao Nagai (2011), "Marketing ROI as a Groundwork of Financial Sustainability for Providing Resources to Corporate Growth," *Japan Journal of Marketing*, **31**, **2** (September), 60-70 (in Japanese).
- Inoue, Akihiro (2013), "An Examination on Relationship Marketing and Super-Customer Oriented Marketing with Nothing Returned," *Kwansei Gakuin Journal of Business Administration*, **60**, **4**, in printing (in Japanese).
- Inoue, Akihiro (2014), "Marketing Strategy and Consumer Behavior under Big Data Environment," *Japan Journal of Marketing*, **34**, **2** (September), 5-18 (in Japanese).

Inoue, Akihiro (2015), "Reciprocal Sales-Promotion Strategy to Both Manufacturers and Retailers: Implication of Customer-Franchise-Building Marketing Strategy to the Reciprocity," in *New Frontier of Retail-Marketing Research* (eds.) M. Nakanishi, J. Ishibuchi, A. Inoue, and T. Tsurusaka. Kwansai Gakuin Press (in Japanese).

Inoue, Akihiro (2015), "A Study of the Experiment of the Application of AR Technology to Marketing Communication and its Effects on the Development of Attitude and Purchase Intention," *Japan Journal of Marketing*, **35**, **2** (September), 72-88 (in Japanese).

Katsumata, Sotaro, Akihiro Nishimoto, Wirawan Dony Dahana, Atsuhiko Iino, Akihiro Inoue (2016), "Review and Future Research Directions of the Innovation Diffusion Theory Using a Bibliometric Approach," *Journal of Marketing Science*, **24**, **1**, 27-52 (in Japanese).

Inoue, Akihiro (2019), "An Examination on Consumer Choice Model Based Upon Subjective Inference," *Kwansai Gakuin Journal of Business Administration*, **66**, **4**, 71-94.

PUBLICATIONS: Books and Chapters in Books

Inoue, Akihiro (1988), "A New Discrete Choice Models, Integrating Competitive Market Structure, Consumer Preference Structure, and Marketing-Mix Effects," in *New Directions of Consumer Choice Behavior*. Kwansai Gakuin Press (in Japanese).

Inoue, Akihiro (2001), "Competitive Market Structure Analysis," in *Mathematical Models of Marketing*. Asakura Press (in Japanese).

Inoue, Akihiro (2006), "Marketing Communication Strategy in Internet Environment," in *Consumer Behavior and Marketing Communication Strategy*. Yuhikaku Press (in Japanese).

Inoue, Akihiro, eds. (2007), *Web-Marketing Science*. Chikura Press (in Japanese).

Ikeo, Kyoichi, and Akihiro Inoue (2008), *Strategic Data Mining: Study from Askul Cases*. Nikkei BP Press (in Japanese).

Ikeo, Kyoichi, Yukihiro Aoki, Chieko Minami, and Akihiro Inoue (2010), *Marketing*. Yuhikaku Press (in Japanese).

Inoue, Akihiro (2012), "Marketing Information and Decision Making from the Viewpoint of Service," in *Technology for Service Engineering*. Tokyo Electric University Press (in Japanese).

Nakanishi, Masao, Junya Ishibuchi, Akihiro Inoue, and Takae Tsurusaka (2015), *New Frontier of Retail-Marketing Research*. Kwansei Gakuin Press (in Japanese).

PUBLICATIONS: Cases

Inoue, Akihiro (2007), *Sunstar Inc.* Keio Business School.

Takagi, Haruo, and Akihiro Inoue (2008), *How Toyota Created Lexus: The Development of Luxury Cars and the Cross-Organizational Development of Brand Marketing*. Keio Business School.

Shimaguchi, Mitsuaki, and Akihiro Inoue (2008), *Kataoka (A)*. Keio Business School.

Shimaguchi, Mitsuaki, and Akihiro Inoue (2008), *Kataoka (B)*. Keio Business School.

Inoue, Akihiro (2009), *NTT West: Flet's Hikari Campaign*. Keio Business School.

Inoue, Akihiro (2009), *Oji Nepia Inc.: nepia 1000-Toilets Project*. Keio Business School.

Nishimoto, Akihiro, and Akihiro Inoue (2010), *Mandom: Change in Consumers' Wants and Product Development in the Market of Hair Coloring*. Keio Business School.

Inoue, Akihiro (2010), *Daiwa House Industry Co., Ltd.* Keio Business School.

Nishimoto, Akihiro, and Akihiro Inoue (2011), *Marketing Competition in Hair Coloring Industry for Men: Marketing Strategies of Gatsby of Mandom and Uno of Shiseido*. Keio Business School.

Inoue, Akihiro (2012), *Japan Cliniclown Association - Time to Be a Kid for All Children*. Keio Business School.

Inoue, Akihiro, and Atsuhiko Iino (2012), *Cialis - Challenge to No.1 Brand*. Keio Business School.

Inoue, Akihiro, Atsuhiko Iino, and Chiang-Kang Huang (2014), *Marketing Competition in Cosmetic Industry (A)*. Keio Business School.

Nishimoto, Akihiro, Sotaro Katsumata, and Akihiro Inoue (2017), *Marketing Strategy of New Market Creation in Paid Online-Music-Distribution: Melodic Incoming Call Tones (A)*. Keio Business School.

Nishimoto, Akihiro, Sotaro Katsumata, and Akihiro Inoue (2017), *Marketing Strategy of New Market Creation in Paid Online-Music-Distribution: Music Incoming Call Tones (B)*. Keio Business School.

Inoue, Akihiro, Mie, Ihara, and Kensuke Hata (2020), *Hiroki: The Quest of Hiroki Shuzo Honten*. Keio Business School.

Inoue, Akihiro, and Joe Shibata (2020), *Creating a New Market: Marketing Strategy of Taiko Pharmaceutical Co., Ltd.*. Keio Business School.

PRESENTATIONS: Peer Reviewed Paper Presentations

Inoue, Akihiro (1994), "A System of Models to Identify Competitive Groups with Heterogeneity: MIGHT," *TIMS/ ORSA Marketing Science Conference* (Washington University, MI).

Inoue, Akihiro (1996), "A Discrete Choice Model Integrating Competitive Market Structure, Consumer Preference Structure, and Effects of Marketing Actions," *INFORMS Marketing Science Conference* (University of Florida, Gainesville, FL).

Inoue, Akihiro (1997), "Two New Choice Models for Analyzing Market Structure, Preference Structure, and Marketing Effects," *INFORMS Marketing Science Conference* (University of California, Berkeley, CA).

Inoue, Akihiro (1998), "Measuring the Interaction Effect of Values and Ads on Brand Choice: An Application to Japanese Panel Data," *INFORMS Marketing Science Conference* (INSEAD, France).

Inoue, Akihiro, and Masaki Yoshimura (1998), "Which Dataset to USE and How to Use It: Panel Data or Store-Tracking Data and Logit, Tobit, or Market-Share Models," *INFORMS Marketing Science Conference* (INSEAD, France).

Inoue, Akihiro (1998), "Identification of a Driving Force to the Establishment of Industry Standardization," *Academy of Business and Administrative Science* (Economic University of Budapest, Hungary).

Inoue, Akihiro (1999), "A General Fusion Technique and Its Application to Creating Quasi-Single Source Data," *28th European Marketing Academy Conference* (Humboldt University, Germany).

Inoue, Akihiro (1999), "A General Fusion Technique and Its Application to Creating Quasi-Single Source Data," *INFORMS Marketing Science Conference* (Syracuse University, NY).

Inoue, Akihiro (2000), "Empirical Comparison of Effectiveness of Internet Ads on Choice and Other Behavior," *INFORMS Marketing Science Conference* (University of California, Los Angeles, CA).

- Inoue, Akihiro (2001), "Study for Examining the Potentials of Web-based Survey Compared to Regular Paper-based Survey," *INFORMS Marketing Science Conference* (University of Mainz, Germany).
- Inoue, Akihiro (2002), "Experimental Studies on the Potency of Virtual Community for Marketing Applications," *INFORMS General Meeting* (San Jose Convention Center, CA).
- Inoue, Akihiro (2004), "An Approach to Managerially Identifying a Brand's Cognitive Hierarchical Structure," *33rd European Marketing Academy Conference* (University of Murcia, Spain).
- Inoue, Akihiro (2004), "Comparison of Extended and Bayesian Market-Share Models," *INFORMS Marketing Science Conference* (Erasmus University, Netherlands).
- Inoue, Akihiro (2004), "A Structural-Equation-Modeling Based Approach to Managerially Identifying A Brand's Cognitive Hierarchical Structure," *Recent Development of Statistical Modeling in Marketing – Latent Variable and Latent Structure Approach* (Institute of Mathematical Statistics, Japan).
- Haghirian, Parissa, Akihiro Inoue, and Astrid Dickinger (2006), "Japanese Consumer Attitudes Toward Advertising on the Mobile Internet," *35th European Marketing Academy Conference* (University of Athens, Greek).
- Inoue, Akihiro, Nobuto Imamura, Tetsu Kobayashi, and Haruo Umemoto (2007), "Hierarchical Value-Structure Mapping via Focus Group Laddering: G_Lad," *36th European Marketing Academy Conference* (University of Reykjavik, Iceland).
- Inoue, Akihiro (2007), "Organic Communication Mix for Knowledge Structurization under Cross Media Environment," *INFORMS Marketing Science Conference* (Singapore Management University, Singapore).
- Inoue, Akihiro, and Akihiro Nishimoto (2009), "Cognitive Knowledge Measurement

toward ROI in Brand Management," *INFORMS Marketing Science Conference* (University of Michigan, Ann Arbor, MI).

Inoue, Akihiro, Yuichi Kaneko, Makoto Suzuki, and Yu Yamaguchi (2009), "Development of Profiles of Consumer Behavior based upon Consumers' Value Structures," *38th Japan Association of Consumer Studies* (Keio University).

Inoue, Akihiro (2009), "How to Visualize Consumers' Latent Structure from the Viewpoint of Theory of Consumer Behavior," *3rd Cross-Field Symposium* (Tohoku University).

Inoue, Akihiro, and Akihiro Nishimoto, Sayaka Ishimaru, Takao Nagai, Tetsu Kobayashi, and Haruo Umemoto (2010), "Product Development with Value Design," *INFORMS Marketing Science Conference* (Cologne University, Germany).

Fukushima, Masashi, Akihiro Inoue, and Tokihiko Niwa (2010), "Emotional evaluation of TV-CM using the fractal dimension and the largest Lyapunov exponent," *IEEE SMC 2010*, Istanbul.

Inoue, Akihiro (2010), "Marketing Communication Strategy and Marketing ROI under Cross-Media Environment, " *International Conference of Economics and Business Information 2010* (Yunnan University, China).

Inoue, Akihiro (2011), "Accountability of Biological-Response Measures for Advertising Effects," *INFORMS Marketing Science Conference* (Rice University, Texas).

Inoue, Akihiro, and Akihiro Nishimoto (2012), " Reconsidering the Structure of Profit Impacts on Market-Share," *INFORMS Marketing Science Conference* (Boston University, Massachusetts).

Inoue, Akihiro, Akihiro Nishimoto, Atsuhiko Iino (2013), "Social-Media Experiment for Developing Marketing Strategy of Old Media against New Media," *INFORMS Marketing Science Conference* (Ozyegin University, Istanbul, Turkey).

- Inoue, Atsuhiko and Akihiro Inoue (2014), "What is the assortment size that regulatory-focused consumers find a value? - A Study from a perspective of Construal Level Theory," *INFORMS Marketing Science Conference* (Emory University, Atlanta, Georgia).
- Inoue, Akihiro (2015), "Another Approach to develop Marketing Strategy for Inference-Based Products Based upon Symbol Grounding Theory," *INFORMS Marketing Science Conference* (Johns Hopkins University, Baltimore, MD).
- Inoue, Akihiro (2016), "An Approach to Identify the Relationship among Technology, Specifications, and Attributes via Three-Level Hierarchical Modeling," *INFORMS Marketing Science Conference* (Fudan University, Shanghai, China).
- Inoue, Akihiro, and Felicia Chou (2017), "An Experiment To Examine The Effectiveness Of Augmented-Reality In Marketing Communication Strategy On Attitude And Purchase Intention," *INFORMS Marketing Science Conference* (University of Southern California, Los Angeles, CA).
- Inoue, Akihiro, and Hidenori NANJO (2018), "An Approach to Product- Development Strategy Taking into Account the Short-term Profit and the Mid-term Corporate Strategy Using Affective/ Sensitivity Engineering," *INFORMS Marketing Science Conference* (Temple University, Philadelphia, PA).
- Inoue, Akihiro, and Keiichiro ASAOKA (2019), " Structuring Deep-Learning-Model by Applying A Consumer-Information-Processing Theory A Priori," *INFORMS Marketing Science Conference* (Rome Tre University, Rome, Italy).
- Inoue, Akihiro, Jin ZHANG, and Pan HU (2020), "A Quantitative Analysis of Cultural Changes in Values Using Millions of Digitized Books," *INFORMS Marketing Science Conference* (Duke University, Durham, NC, online).
- Inoue, Akihiro, and Yuki Rui DEMPO (2021), " Which Branding Strategy Should Brand Managers Follow, Corporate-Brand versus Individual-Brand Based Branding?,"

INFORMS Marketing Science Conference (Rochester University, Rochester, NY, online).

WORK EXPERIENCE

April 1987-May 1992

Teaching Assistant

Professor Masao Nakanishi

School of Business Administration, Kwansei Gakuin University

October 1992-1996

Research Assistant and Teaching Assistant

Professor Lee G. Cooper

The John E. Anderson Graduate School of Management,

University of California, Los Angeles

April 1995-1999

Assistant Professor of Marketing

School of Business Administration, Kwansei Gakuin University

April 1999-2005

Associate Professor of Marketing

School of Business Administration, Kwansei Gakuin University

April 2005-2006

Professor of Marketing

School of Business Administration, Kwansei Gakuin University

April 2006-2016

Professor of Marketing

Graduate School of Business Administration, Keio University

April 2017-

Fujitsu Chair Professor of Marketing

Graduate School of Business Administration, Keio University

SCHOLARSHIPS

April 1988-May 1991

Kwansei Gakuin Scholarship

April 1989-May 1992

The Japan Scholarship Society

April 1989-May 1992

The Japan Securities Scholarship Foundation

April 1991-May 1992

The Yoshida Hideo Memorial Scholarship

April 1992-March 1994 Kwansei Gakuin Lambuth Scholarship
September 1992-March 1995 Anderson Scholarship, UCLA

REFERENCES

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