

# International Workshop on Marketing and Data Science

Scientific Research Grant (A)17H01001  
and  
Center for Data Science and Service Research

# Objects

(1)Intermediate External Evaluation of research activities  
on Scientific Research Grant on Marketing Science:  
2017-2021

Member:

Nobuhiko Terui (Tohoku University)

Junji Nakano (Chuo University)

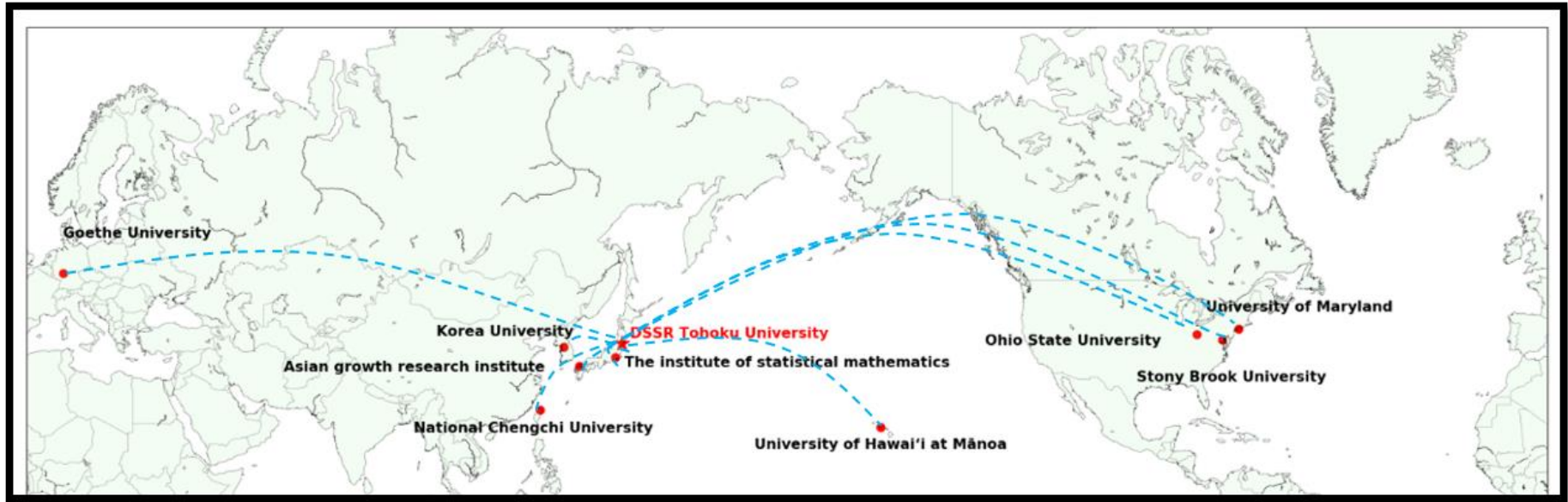
Tadahiko Sato (University of Tsukuba)

Fumiyo Kondo (University of Tsukuba)

Tsukasa Ishigaki (Tohoku University)

Yinxing Li (Tohoku University)

# Objects



## (2) Realization of Agreement on Research Collaboration on Marketing Science

University of Maryland (prof. Kannan): 2013, June  
Korea University (prof. Kim): 2013, June  
Ohio State University (prof. Allenby): 2015, Sep.  
Goethe University (prof. Otter): 2016, Nov.

# Objects

## (3)Promotion on Data Science Graduate Program

We are promoting Data Science Program for Graduate Students, jointly with School of Information Science, and others in Tohoku University.

Then we set “Student Session” in Workshop, and we appreciate giving them advices.

# Remarks

## (1)WiFi

**Eduroam** is available. Let us know if you need other connection.

## (2)Presentation slides

Downloadable from workshop program clicking the link for presentations into your device:

<http://www2.econ.tohoku.ac.jp/~terui/workshop/marketing-datascience-pro.htm>

## (3)Lunch

Lunches are ready for the guests and persons guided by the front desk.

## (4) Reception

We have the reception after first day at Economics building.