

## CURRICULUM VITAE

**FULL NAME:** Katsutoshi Yada

**EMPLOYED BY:**

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**POSITION HELD:**

Professor of Management Information Systems, Faculty of Commerce, Kansai University

**NATIONALITY:** Japanese

**EDUCATION:**

Ph.D., Kobe University of Commerce, Graduate School of Business Administration, 2002  
M.A., Kobe University of Commerce, Graduate School of Business Administration, 1994  
B.A., Fukui University, Faculty of Education, 1992

**WORK EXPERIENCE:**

4/1/07-present Professor of Management Information Systems in the Faculty of Commerce, Kansai University.  
9/22/06-9/30/07 Visiting Scholar, Graduate School of Business, Columbia University, NY, U.S.A.  
4/1/02-3/31/06 Chief of the group "IT and Industry" in the Institute of Economic and Political Studies in Kansai University  
4/1/00-3/31/07 Associate Professor in the Faculty of Commerce, Kansai University  
4/1/97-3/31/00 Assistant Professor in the Department of Business Administration, Osaka Industrial University  
Major: Data Mining, Marketing Science, Management Information System

**MEMBERSHIP of ACADEMIC SOCIETIES:**

IEEE Computer Society, Organizational Science Society of Japan, Japan Business Management Society and Japan Society for Management Information, American Marketing Association.

**CURRENT RESEARCH INTERESTS:**

System Architecture for Data Mining, String pattern Analysis by Using Genome Analysis Technology, Graph Mining Application in Business Field, Knowledge Management and Customer Relationship management (CRM), Pricing Strategy and System, WEB Log Mining, Knowledge Discovery from Persuasive Communication, Knowledge Discovery from Sensor Network Data

**Awards:**

September 2006	Session Best Presentation Award at SCIS & ISIS 2006.
December 2005	Outstanding Book Award, Japan Society for Fuzzy Theory and Intelligent Informatics.
October, 2003	The Best Paper Award at the IBER Conference
June, 2003	Encouragement Awards of Japanese Society for Artificial Intelligence
April, 1996	Kanematsu Fellowship in Research Institute for Economics & Business Administration at Kobe University

## Publication Lists:

### <Book>

Katsutoshi Yada, Data Mining and Organizational Capability, Taga Publishing, Tokyo, 2004. (in Japanese)

### <International Conference/Journal Paper >

- K. Yada, E. Ip, Y. Hamuro and N. Katoh, "Is this brand ephemeral? A multivariate tree-based decision analysis of new product sustainability," Decision Support Systems, Elsevier, Vol.44, No.1, pp.223-234, 2007.
- T. Washio, Y. Shinnou, K. Yada, H. Motoda and T. Okada, "Analysis on a Relation Between Enterprise Profit and Financial State by Using Data Mining Techniques," New Frontiers in Artificial Intelligence, LNCS 4384, Springer-Verlag, pp.305-316, 2007.
- K. Yada and K. Ohno, "Knowledge Discovery from Click Stream Data and Effective site management," New Frontiers in Artificial Intelligence, LNCS 4384, Springer-Verlag, pp.360-373, 2007.
- K. Yada, "CODIRO: A New System for obtaining Data Concerning Consumer Behavior Based on Data Factors of High Interest Determined by the Analyst," Soft Computing, Springer-Verlag, Vol.11, No.8, pp. 811-817, 2007.
- K. Yada, "Data Mining Technique for Gene Analysis Makes Profits in the Supermarket," 2007 AMA Winter Educators' Conference Proceedings, (February 18, 2007, San Diego), pp. 122-129, 2007.
- W. Sunayama and K. Yada, "The River-Rafting System for Knowledge Discovery Related to Persuasion Process Conversation Logs," Proc. of IEEE International Workshop on Data Mining for Design and Marketing, in conjunction with 6th IEEE International Conference on Data Mining, IEEE CS, pp. 575-579, December 2006.
- K. Yada, H. Motoda, T. Washio and A. Miyawaki, "Consumer Behavior Analysis by Graph Mining Technique," *New Mathematics and Natural Computation*, Vol.2, No.1, pp.59-68, 2006.
- K. Yada, "The Structure of Scenario Communication and Chance Discovery," Studies in Computational Intelligence, Vol.30, Springer, pp.21-36, October 2006.
- K. Yada and K. Ohno, "The Practice of an Optimal Pricing Strategy for Maximizing Store Profits Using PRISM," Proc. of 2006 IEEE Conference on System, Man and Cybernetics, IEEE Press, pp.2121-2126, 2006.
- K. Yada and N. Matsumura, "Knowledge Discovery from the Structure of Persuasive Communication," Proc. of 2006 IEEE Conference on System, Man and Cybernetics, IEEE Press, pp.1741-1746, 2006.
- K. Yamamoto and K. Yada, "Optimum Pricing Strategy for Maximization of Profits and Chance Discovery," Proc. of 9th International Conference of KES 2005 (invited session on Chance Discovery), LNAI 3681, pp.1160-1166, 2005.
- K. Yada, H. Motoda and T. Washio, "A Data Mining for Graph Structure Data Helps to Discover New Knowledge in Consumer Behavior and Makes Profits," Proc. CD of AMS International Retailing Conference 2005 (Reims, France), pp.1-17, 2005.
- K. Yada, Y. Hamuro, N. Katoh, T. Washio, I. Fusamoto, D. Fujishima and T. Ikeda, "Data Mining Oriented CRM Systems Based on MUSASHI: C-MUSASHI," S. Tsumoto et al. (Eds.), Active Mining, LNAI 3430, pp.152-173, 2005.
- T. Araki, S. Hamada, N. Matsumura, S. Niwase, Y. Ohsawa and K. Yada, "Chance

- Discovery from Consumer Research Using KeyGraph,” Readings in Chance Discovery, Advanced Knowledge International, pp.373-384, 2005.
- K. Yada, Y. Hamuro, N. Katoh and K. Kishiya, "The Future Direction of New Computing Environment for Exabyte Data in the Business World," Proc. of 2005 Symposium on Applications and the Internet (SAINT 2005), IEEE CS, pp.316-319, 2005.
  - K. Yada, K. Kishiya and H. Osawa, "The Structure of Scenario Communication: -A case study of consumer TV commercial awareness research-," Proc. of the First European Workshop on Chance Discovery (EWCD2004), in conjunction with 16th European Conference on Artificial Intelligence (ECAI2004), pp.132-140, 2004.
  - K. Yada, "Knowledge Discovery Process and Introduction of Domain Knowledge," B. Montano (Eds.), Innovations of Knowledge Management, IRM Press, pp.86-98, 2004.
  - N. Katoh, K. Yada and Y. Hamuro, "Business Application for Sales Transaction Data by Using Genome Analysis Technology," Discovery Science (G. Grieser, Y. Tanaka and A. Yamamoto eds.), LNAI 2843, pp. 208-219, 2003.
  - Y. Hamuro, N. Katoh, E. H. Ip, S. L. Cheung and K. Yada, "Combining Information Fusion with String Pattern Analysis: A New Method for Predicting Future Purchase Behavior," V. Torra(ed.), Information Fusion in Data Mining, Studies in Fuzziness and Soft Computing, Vol.123, Springer, pp.161-187, 2003.
  - Y. Hamuro, N. Katoh and K. Yada, "MUSASHI: Flexible and Efficient Data Preprocessing Tool for KDD based on XML," DCAP2002 Workshop held in conjunction with ICDM2002, pp.38-49, 2002.
  - Y. Hamuro, H. Kawata, N. Katoh and K. Yada, "A Machine Learning Algorithm for Analyzing String Patterns Helps to Discover Simple and Interpretable Business Rules from Purchase History," Progress in Discovery Science, LNAI 2281, Springer, pp.565-575, 2002.
  - E. Ip, J. Johnson, K. Yada, Y. Hamuro, N. Katoh and S. Cheung, "A Neural Network Application to Identify High-Value Customer for a Large Retail Store in Japan," Neural Networks in Business: Techniques and Applications, Idea Group Publishing, pp.55-69, 2002.
  - K. Yada, "The Future Direction of Active Mining in the Business World," Frontiers in Artificial Intelligence and Applications, Vol.79, IOS Press, pp.239-245, 2002.
  - Y. Hamuro, N. Katoh and K. Yada, Discovering association strength among brand loyalties from purchase history, Proc. 2001 IEEE International Symp. on Industrial Electronics, pp.114-117, Pusan June 2001.
  - K. Fujisawa, Y. Hamuro, N. Katoh, T. Tokuyama, and K. Yada, "Approximation of Optimal Two-Dimensional Association Rules for Categorical Attributes Using Semidefinite Programming," Proceedings of Second International Conference DS'99, LNAI 1721, Springer, pp.148-159, 1999.
  - Y. Hamuro, N. Katoh, and K. Yada, "Data Mining oriented System for Business Applications," Proceedings of First International Conference DS'98, LNAI 1532, pp. 441-442, 1998.
  - Y. Hamuro, N. Katoh, N. Matsuda, and K. Yada, "Mining Pharmacy Data Helps to Make Profits," Data Mining and Knowledge Discovery, Vol. 2 Issue 4, pp.391-398, December 1998.
  - K. Yada, N. Katoh, Y. Hamuro, and Matsuda, Y., "Customer Profiling Makes Profits: How did a Japanese firm achieve competitive advantage through the knowledge

creation?" Proceedings of The Practical Application of Knowledge Management 98, The Practical Application Company, pp.57-66, March 1998.

### **Academic Activities:**

- PAKDD 2008: The Pacific-Asia Conference on Knowledge Discovery and Data Mining 2008, Local Arrangement Committee Co-chairs.
- IEEE ICDM 2007: The Seventh IEEE International Conference on Data Mining, Program Committee.
- 2007 AMA (American Marketing Association) Winter Educator's Conference, Session Chair. (Session Title: New Developments in Research Methodology.)
- 2006 IEEE ICDM (International Conference on Data Mining) Workshop, Data Mining for Design and Marketing (DMDM2006), Co-chairs.
- 2006 IEEE International Conference on SMC, Track on Tools for Discovery, Decision and Design, Track Organizers, 2006-present.
- 9<sup>th</sup> Joint Conference on Information Sciences, Special Session on Chance Discovery (<http://www.jcis.org/index.html>), Session Co-chairs.
- Technical Committee Co-chairs of TC on Information Systems for Design and Marketing ([http://www.ieeesmc.org/technicalcommittess/tc\\_isdm.html](http://www.ieeesmc.org/technicalcommittess/tc_isdm.html)), IEEE Systems, Man & Cybernetics Society, 2006-present.
- International Workshop on Risk Management Systems with Intelligent Data Analysis (In conjunction with the 19th Annual Conference of the Japanese Society for Artificial Intelligence, JSAI2005), Program Committee.
- International Workshop on Chance Discovery: From Data Interaction to Scenario Creation, (In conjunction with the International Conference on Machine Learning, ICML2005), Program Committee.
- International Workshop on Computer Intelligence for Exabyte Scale Data Explosion (In conjunction with the 2005 International Symposium on Application and the Internet, SAINT2005), Program Committee.
- First European Workshop on Chance Discovery in ECAI 2004 (EWCD-04), Program Committee. (<http://technology.kingston.ac.uk/cis/people/Ruediger/ewcd/>)
- 2003 Information Resources Management Association International Conference (<http://www.irma-international.org/call2003.htm>): The Program Committee of IRMA'2003.
- The Seventh Pacific Rim International Conference on Artificial Intelligence (<http://pricai-02.nii.ac.jp/>), The 2nd Workshop on Chance Discovery (CDWS2) in PRICAI 2002 Program Committee.
- IEEE ICDM '02: The 2002 IEEE International Conference on Data Mining (<http://kis.maebashi-it.ac.jp/icdm02/>), The Industry Track Program Committee.

August 30, 2007

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