

ISOMS 2012 Symposium Session Schedule

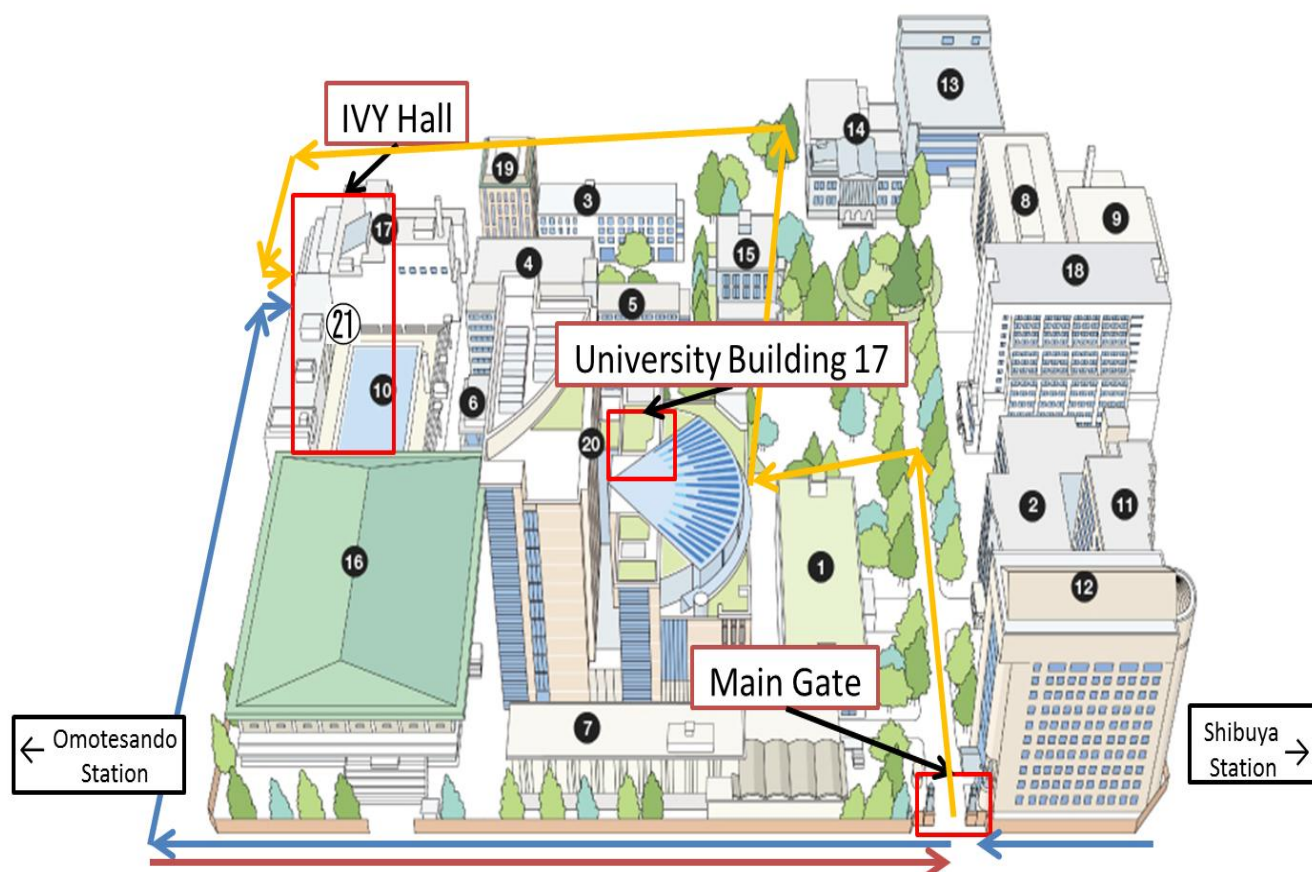
ISOMS 2012: Saturday, November 10, 2012			
9:00-10:10	Opening at Honda Memorial International Conference Hall (University Building 17, The 6th floor) Plenary Session 1 Masaharu Ota (Osaka City University, Professor) “Innovation Management: To Study from the View Point of Operations Management”		
10:10-10:30	Break (Classroom 17309,17311, University Building 17,The 3rd floor)		
	Parallel Session 1 (Univ. Building 17, The 3rd floor)		
10:30-12:00	Classroom 17310	Classroom 17306	Classroom 17307
	A1 Session: Enterprise Systems & Operations Planning Chair: Hajime Mizuyama (Aoyama Gakuin University)	B1 Session: Marketing & Service Innovation Chair: Pham Thi Lien (Vietnam National University)	C1 Session: Environment & Risk Management Chair: Satoshi Kumagai (Aoyama Gakuin University)
	A1-1 A Batch-up Dating Central Market Maker with Gaussian Forecast Distribution for Prediction Market System using VIPS for Demand Forecasting Hajime Mizuyama (Aoyama Gakuin University)	B1-1 Marketing Budgets and Marketing Effects Yun K. Huang (Takming University of Science and Technology) Wen I. Yang (Takming University of Science and Technology)	C1-1 Assessing Handicraft Villages' OVOP Implementation Capacity: Case Study of a Silk Village in Vietnam Nguyen A. Thu (Vietnam National University) Nguyen T. Huyen (Vietnam National University) Vo T. Thai (Vietnam National University)
	A1-2 Applying Sensitivity Analysis on Investment Decision Factors of Municipal Solid Waste Operational System Anchalee Supithak (Thai-Nichi Institute of Technology)	B1-2 Researching Customer Satisfaction and Loyalty to Boost Marketing Effectiveness: Look at Japan's Auto Dealerships Hiroataka Okutomi (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)	C1-2 Networked Narratives: Understanding Internet Book Reviews in Online Communities Yun K. Huang (Takming University of Science and Technology) Wen I. Yang (Takming University of Science and Technology)
	A1-3 Creating the A-NIBNS Nonlife Insurance Business Navigation System Masahiro Nakamura (Aoyama Gakuin University) Akinori Ishikawa (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)	B1-3 On Some Issues in Realization of Service Innovation Strategy into Operation Ryo Sato (Yokohama National University)	C1-3 Empirical Study on Transferability of Kaizen Practices in Vietnamese Manufacturing Companies Phan Chi. Anh (Vietnam National University Hanoi) Yoshiki Matsui (Yokohama National University)
	A1-4 Economic Lot-size Scheduling Problem with Batch Shipment Policy Yu-Cheng Hsiao (Takming University of Science and Technology) Shoue-Yu Huang (Takming University of Science and Technology) Tai Y. Lin (Takming University of Science and Technology)	B1-4 An Association between Service Quality and Customer Satisfaction: A Vietnamese Context Pham Thi Lien (Vietnam National University) Nguyen M. Hue (Vietnam National University)	C1-4 Japanese Environmental Policy Priority Index : A Method of Environmental Accounting for Measuring Corporate Environmental Performance. Satoshi Kumagai (Aoyama Gakuin University)

12:00-13:00	Lunch Time (Classroom 17309,17311, University Building 17,The 3rd floor)		
13:00-14:00	Honda Memorial International Conference Hall (University Building 17, The 6th floor) Plenary Session 2 Hau L. Lee (Stanford University, Professor) "Socially Responsible Supply Chain Management"		
14:00-14:30	Break (Classroom 17309,17311, University Building 17,The 3rd floor)		
14:30-15:30	Honda Memorial International Conference Hall (University Building 17, The 6th floor) Plenary Session 3 Takatoshi Ohkubo (3M Japan Group, Chief Process Officer) "3M Innovation Process"		
15:30-16:00	Break (Classroom 17309,17311, University Building 17,The 3rd floor)		
	Parallel Session 2 (Univ. Building 17, The 3rd floor)		
16:00-17:30	Classroom 17310	Classroom 17306	Classroom 17307
	A2 Session: Logistics & Lead-time Management Chair: Toshiyuki Matsumoto (Aoyama Gakuin University)	B2 Session: Technology Management & Advertising Chair: Noritomo Ouchi (Aoyama Gakuin University)	C2 Session: Operations Management & Simulation Chair: Hisamoto Hiyoshi (Aoyama Gakuin University)
	A2-1 Emergency Recovery Production in the Japanese Automotive Industry: Long-Term Lessons from the 1997 Aisin Seiki Kariya Factory Fire Carmen M. Perez (Yokohama National University)	B2-1 The Influence of National Culture and Advertising Market Size on the Prevalence of Celebrity Endorsement Strategies in Advertising a Multi- country Study Carolus L. C. Praet (Otaru University of Commerce)	C2-1 Pedestrian Movement Model Allowing for Variable Buffer Size Hisamoto Hiyoshi (Aoyama Gakuin University) Mai Ishii (NTT Data Corporation)
	A2-2 Considering Non-hierarchical Connections in an AHP Model Szabolcs Duleba (College of Nyfregyháza) Kei Ogiwara (Akita Prefectural University) Mitsuhiro Hoshino (Akita Prefectural University) Tsutomu Mishina (Akita Prefectural University)	B2-2 System Dynamics Modeling for Analyzing the Impact of Utilization of External Knowledge and Product Functionality on Firm's Profit Noritomo Ouchi (Aoyama Gakuin University)	C2-2 High Precision CAE Analysis of Automotive Transaxle Oil Seal Leakage Yasuaki Nozawa (Aoyama Gakuin University) Takahiro Ito (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)
	A2-3 Under Customer Switching: Transshipment or Emergency Order Policy? Yi Liao (Southwestern University of Finance and Economics) Liu Yunhua (Southwestern University of Finance and Economics)	B2-3 International Comparison on the Relationship between Quality Management and Innovation Performance Jing Zeng (Yokohama National University) Anh C. Phan (University of Economics and Business - Vietnam National University) Yoshiki Matsui (Yokohama National University)	C2-3 A Comparison of Community Pharmacies in a Japanese Chain on the Relative Impact of Core and Auxiliary Elements on Service Evaluation Hajime Itoh (Otaru University of Commerce) Carolus L. C. Praet (Otaru University of Commerce) Hidehiko Sakurai (Hokkaido Pharmaceutical University)
	A2-4 A Basic Research on LT Seven Tools and Total Lead-time Reduction Kazuto Ohata (Keio University) Toshiyuki Matsumoto (Aoyama Gakuin University) Takashi Kanazawa (Keio University)	B2-4 Attention-grabbing Train Car Advertisements Motoi Ogura (Aoyama Gakuin University) Takayuki Hachiya (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)	C2-4 Research on Disaster Relief Operations for the Great East Japan Earthquake Mine Kabata (Tokyo Metropolitan University) Yasutaka Kainuma (Tokyo Metropolitan University)
18:00-20:00	Dinner Party at IVY Hall		

ISOMS 2012: Sunday, November 11, 2012			
Parallel Session 3 (Univ. Building 17, The 3rd floor)			
9:00-10:30	Classroom 17306	Classroom 17307	Classroom 17308
	A3 Session: Supply Chain Management Chair: Osam Sato (Tokyo Keizai University)	B3 Session: New Product & Project Management Chair: Hideaki Kitanaka (Takushoku University)	C3 Session: Risk & Manufacturing Management Chair: Hisashi Kurata (University of Tsukuba)
	A3-1 Adaptive Collaboration Strategy in Down-stream Supply Chain Focused on Forecasting Demand Over Product Life Cycle Masayasu Nagashima (Sorbonne Graduate Business School) Michiya Morita (Gakushuin University)	B3-1 An Analysis of Key Determinant Factors for New Product Development Performance: A Multi Group Analysis across Three Industries Hideaki Kitanaka (Takushoku University) Yoshiki Matsui (Yokohama National University) Osam Sato (Tokyo Keizai University)	C3-1 Constructing a Scoring Support Approach Model for Classical Ballet Combining Motion Capture and Statistics Kazuma Yanagisawa (Aoyama Gakuin University) Kanako Hara (Aoyama Gakuin University) Daiki Sato (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)
	A3-2 Perception of Supplier Relations Managers from Perspectives of Behavioral Purchasing and Supply Management Masakazu Sugiura (Waseda University)	B3-2 Designing Vehicle Form Based on Subjective Customer Impressions Koichiro Yazaki (Aoyama Gakuin University) Hiroki Takimoto (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)	C3-2 Extending Conditional Value at Risk to Markov Decision Processes: An Application to Oil Markets Fernando Oliveira (ESSEC Business School) Frederic Murphy (Temple University)
	A3-3 Genetic Algorithm for Determination of Partial Joint Ordering Inventory Replenishment Policy in One-warehouse and Multi-retailer System Wisut Supithak (Kasetsart University) Apisit Wiwatytinchai (Kasetsart University)	B3-3 An Automotive Exterior Design Approach Model: The Relationship Between Form and Body Color Qualities Maiko Muto (Aoyama Gakuin University) Shohei Takebuchi (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)	C3-3 How Does Retailers' Promotion Affect the Performance of Inventory Pooling? Hisashi Kurata (University of Tsukuba) Masatoshi Tanaka (Matsumoto University)
	A3-4 Mass Customization: Linking Supply Chain Integration to Operational Capabilities Osam Sato (Tokyo Keizai University) Yoshiki Matsui (Yokohama National University) Tomoaki Shimada (Kobe University) Hideaki Kitanaka (Takushoku University) Yutaka Ueda (Seikei University)	B3-4 Who Benefits in Distribution Channel from Manufacturer Return Policies Considering Risk Aversion? Shota Ohmura (Kobe University) Hirofumi Matsuo (Kobe University)	C3-4 Applying a Highly Precise CAE Technology Component Model: Automotive Bolt-loosening Mechanism Takehiro Onodera (Aoyama Gakuin University) Takahito Kozaki (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)
10:30-11:00	Break (Classroom 17309,17311, University Building 17,The 3rd floor)		

	Parallel Session 4 (Univ. Building 17, The 3rd floor)		
11:00-12:30	Classroom 17306	Classroom 17307	Classroom 17308
	A4 Session: Operations Strategy & Supply Chain Strategy	B4 Session: Business Process Innovation & Practice	C4 Session: Corporate Operation & Quality Management
	Chair: Michiya Morita (Gakushuin University)	Chair: Junichi Tomita (Toyo University)	Chair: Hirohisa Sakai (Toyota Motor Corporation)
	A4-1 Operation Strategies for Ensuring Supply Chain Resilience Yu Cui (Osaka City University) Masaharu Ota (Osaka City University)	B4-1 Disruptive Process Innovation Mechanism in the Casting Industry: The Case of Kimura Chuzosho Co., Ltd. Junichi Tomita (Toyo University) Tomofumi Takamatsu (Aoyama Gakuin University)	C4-1 Quality-Creating Management and Communication State: A Case Study of a Small and Medium-Sized Manufacturer in Japan Atsuko Ebine (Surugadai University)
	A4-2 Design of a Global Closed-Loop Supply Chain Network Takahiro Karakama (Tokyo Metropolitan University) Yasutaka Kainuma (Tokyo Metropolitan University)	B4-2 A Bicycle Design Model Based on Young Women's Fashion Combined with CAD and Statistics Kaori Koizumi (Aoyama Gakuin University) Shinji Kawahara (Aoyama Gakuin University) Yuki Kizu (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)	C4-2 A Study on the Extension of the Corporate Household: A Case Study of TABIO in Japan Hiroshi Koga (Kansai University)
	A4-3 Supply Chain Strategies, Orientations, Capabilities, and Approaches in Sri Lankan Apparel Demand Chains Mahendra N Gunawardhana (Tokyo Institute of Technology) Sadami Suzuki (Tokyo Institute of Technology) Takao Enkawa (Tokyo Institute of Technology)	B4-3 Implementation of Overall Equipment Effectiveness (OEE) to improve General Performance of Progressive: Bundling and Modular Manufacturing Systems in A Garment Manufacturing Industry Russel R. Timothy (National Institute of Fashion Technology) Prerna Gautam (National Institute of Fashion Technology) Shweta Iyer (National Institute of Fashion Technology)	C4-3 Developing A Highly Higher-cycled Product Design CAE Model: The Evolution of Automotive Product Design and CAE Kakuro Amasaka (Aoyama Gakuin University) Yasuaki Nozawa (Aoyama Gakuin University) Takehiro Onodera (Aoyama Gakuin University)
	A4-4 Alignment of Supply Chain Strategy and Business Strategy Michiya Morita (Gakushuin University) Masayasu Nagashima (Sorbonne Graduate Business School)	B4-4 Constructing a Business Process Network System "A-BPKNS-NPD" Takayuki Iida (Aoyama Gakuin University) Ryosuke Mihara (Aoyama Gakuin University) Kakuro Amasaka (Aoyama Gakuin University)	C4-4 How to Build a Linkage between High Quality Assurance Production System and Production Support Hirohisa Sakai (Toyota Motor Corporation) Kakuro Amasaka (Aoyama Gakuin University)
	ISOMS 2012 Closing		

Aoyama Campus Map

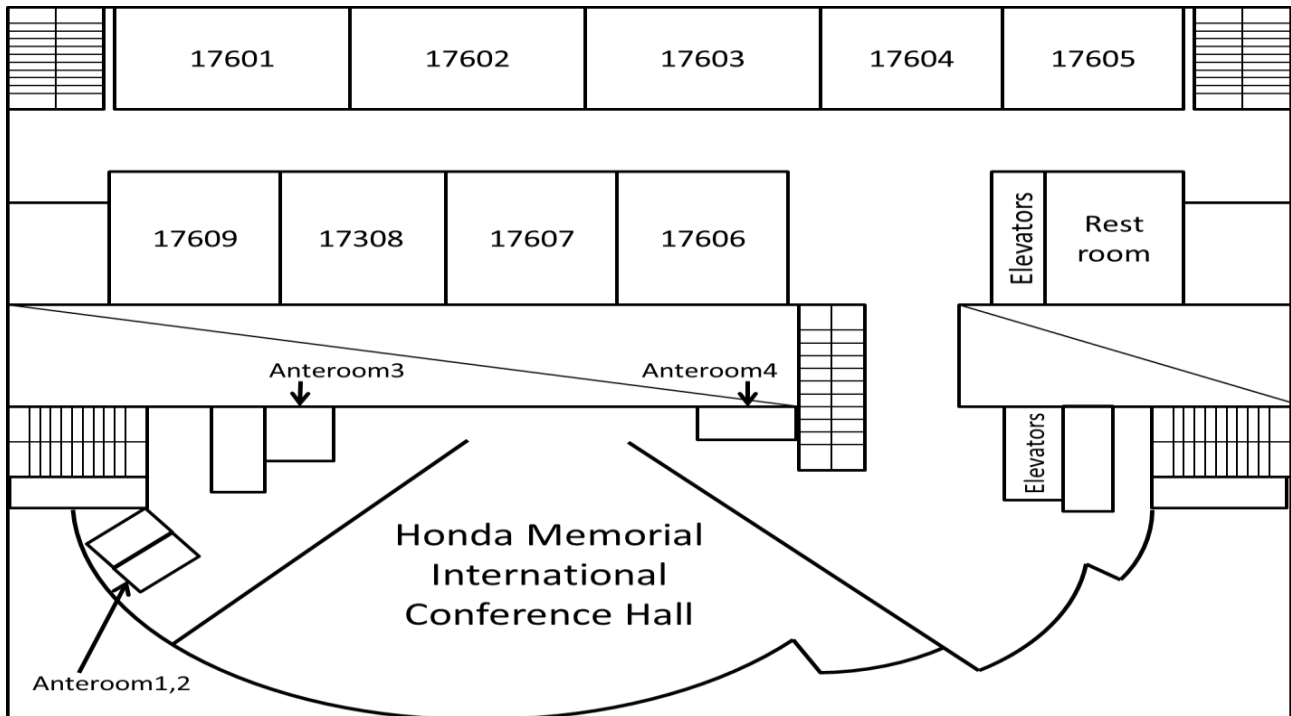


1. University Building 1
2. University Building 2
3. University Building 3
4. University Building 4
5. University Building 5
6. University Building 6
7. University Building 7
8. University Building 8
9. University Building 9
10. University Building 10

11. University Building 11
12. Research Institute Building (University Building 14)
13. University Library
14. Majima Memorial Hall
15. Corporate Headquarters (Berry Hall)
16. Aoyama Gakuin Memorial Hall (University Gymnasium)
17. Wesley Hall
18. Goucher Memorial Hall (University Building 15)
19. University Building 16
20. University Building 17
21. IVY Hall

Layout of University Building 17

6F



3F

