

CURRICULUM VITAE **Mirai Igarashi**



PERSONAL INFORMATION

Name: Mirai Igarashi
 Date of Birth: February 9, 1994
 Gender: Male
 Citizenship: Japan
 Position: Postdoctoral Fellow at Faculty of Business Science, University of Tsukuba
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EDUCATIONAL BACKGROUND

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|-------------------|----------------------|------|
| Tohoku University | B.A. of Economics | 2016 |
| Tohoku University | M.A. of Management | 2018 |
| Tohoku University | Ph. D. of Management | 2021 |

EMPLOYMENT BACKGROUND

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|------------------|--|-----------------------|
| 2018/4 – 2021/3 | The Japan Society for the Promotion of Science | Research Fellow (DC1) |
| 2021/4 – Present | The Japan Society for the Promotion of Science | Research Fellow (PD) |

WORKING EXPERIENCE

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|------------------|---|--------------------------|
| 2019/8 – 2020/1 | Robert H. Smith School of Business (Univ. of Maryland) | Visiting Scholar |
| 2017/4 – 2018/3 | Marketing Modeling for Big Data (Tohoku Univ.) | Research Assistant |
| 2016/12 – 2017/3 | Asset Management (Tohoku Univ.) | Administrative Assistant |
| 2016/12 – 2017/3 | Tohoku Water Industry Innovation Project (Tohoku Univ.) | Administrative Assistant |
| 2016/6 – 2016/9 | Nature and Environment (Tohoku Univ.) | Teaching Assistant |

AWARDS

総長賞 東北大学 (2021 年)
 優秀論文賞 財団法人経和会 (2021 年)

日本マーケティングサイエンス学会 審査員特別賞 (2018 年)
新しい経済産業指標開発コンテスト 優秀賞 (2017 年)

REFEREED ARTICLES (International)

Mirai Igarashi, Nobuhiko Terui (2020), “Characterization of Topic-based Online Communities by Combining Network Data and User Generated Content,” *Statistics and Computing*, 30, 1309-1324.

REFEREED ARTICLES (Domestic)

五十嵐未来, 照井伸彦 (2021), “ソーシャルメディア上のテキスト情報を考慮した社会ネットワーク分析モデル—次数異質性モデルへの拡張—,” *統計数理*, 69(1).

五十嵐未来, 李銀星, 石垣司, 照井伸彦 (2018), “Twitter 上の口コミ情報を利用した売上予測モデルの構築と実証分析,” *流通情報*, 49(6).

WORKING PAPERS

Mirai Igarashi, P.K. Kannan, and Nobuhiko Terui (2020), “Customer Review Analysis Using Word Embedding Model Considering Text Topics,” *Data Science and Service Research discussion paper*, 115.

Mirai Igarashi, Aijing Xing, and Nobuhiko Terui (2020), “Interpretable Perceived Topics in Online Customer Reviews for Product Satisfaction and Reader Helpfulness,” *Data Science and Service Research discussion paper*, 112.

ORAL PRESENTATIONS (International)

“A Dynamic Topic Model For Finding Influential Users On Social Media,” *43rd ISMS Marketing Science Conference*, Online via Zoom, June 2021.

“A Dynamic Topic Model for Social Influence of User Generated Contents on Social Media,” *Webinar of Bayesian Econometrics*, Online via Zoom, November 2020.

“Beyond the Bag-of-words: Customer Review Analysis Using Word Embedding Model Considering Text Topics and Sentiments,” *42nd ISMS Marketing Science Conference*, North Carolina, June 2020.

“A Model for Social Influence on Topic of Users Contents Generating Behavior,” *International Workshop on Marketing and Data Science*, Sendai, December 2019.

“Identifying Topic-based Communities by Combining Social Network Data and User Generated Content,” *Marketing Dynamic Conference*, Maryland, June 2019.

“A model for community detection considering user-generated-contents and allowing the mixed membership,” *Tohoku-UAE Joint Workshop*, Sendai, Japan, March 2019.

“A Model for Detecting Influencers in Social Media,” *40th INFORMS Marketing Science Conference*, Philadelphia, June 2018.

“Network Analysis of Social Media and Detection of Influencer,” *International Workshop on Bayesian Econometric*

Analysis, Tokyo, Japan, November 2017.

ORAL PRESENTATIONS (Domestic)

- “Topic Model with Dynamic Hierarchical Structure Considering Social Influence,” 第21回ノンパラメトリック統計解析とベイズ統計, オンライン開催, 2021年3月.
- “トピックモデルによるソーシャルネットワーク分析,” 統計関連学会連合大会, 東京, 2018年9月.
- “ソーシャルメディア上のテキスト情報を考慮したインフルエンサー検出モデル,” 日本マーケティングサイエンス学会, 大阪, 2018年6月.
- “ソーシャルメディアを利用したインフルエンサー検出モデル,” ノンパラメトリック統計解析とベイズ統計, 東京, 2018年3月.
- “ソーシャルメディアを用いた経済指標開発,” 高次元・高頻度データのベイズ計量経済分析, 仙台, 2017年2月.

POSTER PRESENTATIONS (International)

- “Characterization of Topic-based Online Communities by Combining Network Data and User Generated Content,” 6th CWRU-Tohoku Joint Workshop, Cleveland, August 2019.
- “A Model for Detecting Influencers and Understanding Their Connections,” 2nd Tohoku U-NYU Symposium on Interdisciplinary AI and Human Studies, Sendai, Japan, November 2018.
- “A Topic Model Using Text Information on Social Media for Social Network Analysis,” 5th CWRU-TOHOKU Joint Workshop, Sendai, Japan, August 2018.
- “A Model for Detecting Influencer in Social Media,” International Kick-off Symposium of Graduate Program in Data Science, Sendai, Japan, February 2018. → Poster Presentation Award

RESEARCH GRANTS

- ・ JSPS Grant-in-Aid for JSPS Fellows: 2021-Present, “Marketing Models for Customer Engagement Behaviors Using Machine Learning”
- ・ JSPS Grant-in-Aid for JSPS Fellows: 2018-2021, “Marketing Models Considering Social Media Information by Using Deep Learning”

SKILLS, INTERESTS

- ・ **Programing Language:** R, Python, C++, TeX/ LaTeX, Markdown
- ・ **Domains:** Marketing Science, Consumer Behavior, Statistical Modeling (Bayesian Modeling), Big Data Analysis, Machine Learning (Deep Learning, Topic Modeling, Support Vector Machine)