
Makoto Mizuno  
School of Commerce, Meiji University, 1-1 Kanda-Surugadai, Chiyoda, 101-8301 Tokyo, JAPAN  
Email: makoto@meiji.ac.jp

Keiko Toya  
Graduate School of Global Business, Meiji University, 1-1 Kanda-Surugadai, Chiyoda, 101-8301 Tokyo, JAPAN  
Email: ktoy@meiji.ac.jp

Kana Ozawa  
Department of Economics, Ryutsu Keizai University, 3-2-1 Shin-Matsudo, Matsudo, 270-8555 Chiba, JAPAN  
Email: ozawa-kana@rku.ac.jp

Mayomi Haga  
Department of Business Strategy, Tokuyama University, Gakuendai, Shunan, 745-8566 Yamaguchi, JAPAN  
Email: mayom@pop06.odn.ne.jp

Yutaro Nemoto  
Department of System Design, Tokyo Metropolitan University, 6-6 Asahigaoka, Hino, 191-0065 Tokyo, JAPAN  
Email: nemoto-yutaro@ed.tmu.ac.jp

Kohei Arai  
Faculty of Social & Information Studies, Gunma University, 4-2 Aramaki-machi, Maebashi, 371-8510 Gunma, JAPAN  
Email: k_arai@gunma-u.ac.jp

Keisuke Oura  
Faculty of Economics, Shiga University, 1-1-1 Banba, Hikone, 522-8522 Shiga, JAPAN  
Email: kei-oura@biwako.shiga-u.ac.jp

Akira Ishii  
Department of Applied Mathematics and Physics, Tottori University, 4-101 Koyama-cho Minami, Tottori, 680-8550 Tottori, JAPAN  
Email: ishii@damp.tottori-u.ac.jp

Takaaki Ohnishi  
Graduate School of Information Science and Technology, University of Tokyo, 1-1-1 Yayoi, Bunkyo, 113-8566 Tokyo, JAPAN  
Email: ohnishi.takaaki@u.tokyodai.ac.jp


data parameterizing each agent’s behavior from a regional B2B finance service group in Japan, involving customer attitude surveys/profitability records for about 3,000 customers and their corresponding employees. Also, possible networks among customers are incorporated based on the transaction data recorded. Most parameters are adjusted to replicate more precisely the observed macro/micro behaviors of agents.

By simulating our empirically validated agent-based model, we can examine under what conditions value co-creating activities simultaneously improve the utilities which each customer or employee gains and the long-term profitability for the financing firm, as suggested by the concept of service-profit chain [4]. We report the status quo of this ongoing study exploring how to improve the matching procedure between employees and customers and the allocation of marketing efforts among customers (customer portfolio). Finally, we discuss the limitation and the further development of this study.

REFERENCES


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