The 45th AJI Frontier Seminar

Date

June 14, 2022 Tuesday
15:00-16:00

Presentation:

Dr. ZHANG Jiahao

Senior Researcher, Ritsumeikan Asia-Japan
Research Organization, Ritsumeikan University

Evaluating the Potential of Regional Attributes to Attract New Talent: An Application of Conjoint Analysis on Graduates, Entrepreneurs and Tourists

The presenter will talk about how to apply the conjoint analysis method to help local governments improve regional attributes to attract new talent and promote regional economic development. Additionally, an innovation based on a conjoint analysis model that leverages tourist social media data has been shown to be effective in increasing souvenir sales in a region, further boosting regional economic development.

Registration

https://us02web.zoom.us/meeting/register/tZ0vceyoq
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Moderator: Dr. Ammar Khashan
(Associate Professor, AJI)

Organized by AJI (Asia-Japan Research Institute), Ritsumeikan University

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