

Contents

Motoya SUZUKI and Takashi NAMATAME An Analysis of Effect of TVCM Considering Consumers' Heterogeneity.....	1
Norio WATANABE On the Progress in Mathematical Programming Software —— Computational Experience with FICO Xpress ——	21
Taichi SAKURABA An Analysis of the Spread of Social Media and the Changing Conventional Publishing Trade	43
