

Masahiro Honda

本多将大

Marketing Science / Behaviormetrics / Economics

Business Development Director, Economics Design Inc.

PhD Student, Graduate School of Economics, Keio University

Collaborative Researcher, Keio Economic Observatory / Research Member, RIKEN AIP Center

Origin: Adachi-ku, Tokyo

Website: <https://mhsamurai.github.io/>



Research interests: marketing science, behaviormetrics, consumer behavior, shrinkflation, crowdfunding, structural equation modeling, measurement error, missing data, modeling, and single-source data.

Education

2017.03	Graduated from Waseda High School
2017.04	Entered the Faculty of Economics, Keio University
2019.09- 2020.08	Exchange Student, RWTH Aachen University, Germany
2021.03	B.A. in Economics, Keio University
2023.04	Entered the Master's Program, Graduate School of Economics, Keio University
2025.03	M.A. in Economics, Graduate School of Economics, Keio University
2025.04-	PhD Program, Graduate School of Economics, Keio University

Professional and Research Experience

2021.04- 2022.05	Account Executive, Indeed Japan K.K.
2023.04-	Research Staff, Hoshino Laboratory, Graduate School of Economics, Keio University
2024.04-	Business and Economic Information Fusion Analysis Team, RIKEN AIP Center
2024.10-	Teaching Assistant, Keio University: Introductory Econometrics / Industrial Organization
2024.10- 2026.03	Business Development Associate, Economics Design Inc.
2025.04-	Collaborative Researcher, Keio Economic Observatory / Research Fellow, Faculty of Economics, Keio University
2026.03-	Business Development Director, Economics Design Inc.
2026.04- 2028.03	JSPS Research Fellow DC2

Publications

1. Masahiro Honda, Takahiro Hoshino (2024). Donor's Motivation for Hometown Tax Donation and Crowdfunding Based Hometown Tax Donation: Analysis of Real Donor Data from the Perspective of Crowdfunding Research. *The Japanese Journal of Behaviormetrics*, 51(2), 137-150. <https://doi.org/10.2333/jbhmk.51.137>
2. Masahiro Honda (2025). A Systematic Review of Shrinkflation in Retail Markets. Keio Economic Observatory Discussion Paper.
3. Masahiro Honda (2025). Integrated Analysis Model for Survey and Behavioral Data in Single-Source Data: Correcting Missingness and Measurement Error with Multiple Overimputation. *Marketing Science*, 33(1), 99-120. <https://doi.org/10.11295/marketing-science.202508>

Conference Presentations

1. Masahiro Honda, Takahiro Hoshino. "Motivations for Hometown Tax Donation and Crowdfunding-Based Hometown Tax Donation: An Analysis of Real Donor Data from the Perspective of Crowdfunding Research." The 52nd Annual Meeting of the Behaviormetric Society, September 13, 2024, Osaka, Japan.
2. Masahiro Honda. "An International Literature Review of Shrinkflation Strategies in Retail Markets: Perspectives from Consumer Psychology and Demand Estimation." The 14th National Research Meeting of the Japan Society of Commerce, December 15, 2024, Aichi, Japan.
3. Masahiro Honda, Takahiro Hoshino. "Understanding the Motivations of Donors: Intrinsic and Extrinsic Factors in Reward-Based and Hybrid Crowdfunding in Japan." IAFOR The 15th Asian Conference on Psychology & the Behavioral Sciences, March 24-29, 2025, Tokyo, Japan. Peer-reviewed.
4. Ryotaro Shiraishi, Masahiro Honda. "The Impact of Private Brand Pricing Strategy on Market Structure: Empirical Evidence from the Japanese Market Considering the Consumption Tax Increase." The 116th Conference of the Japan Institute of Marketing Science, November 30, 2024, Tokyo, Japan.
5. Masahiro Honda, Takehiro Takayanagi, Takahiro Hoshino. "An Evaluation of Large Language Models for Improving Survey Research Efficiency." The 39th Annual Conference of the Japanese Society for Artificial Intelligence, May 2025, Osaka, Japan.
6. Masahiro Honda. "Integrated Modeling and Data Fusion of Survey and Purchase Log Data, with an Application to Private Brand Purchase Behavior." The 117th Conference of the Japan Institute of Marketing Science, May 2025, Nagano, Japan.
7. Kazuki Nishio, Masahiro Honda, Takahiro Hoshino. "Evaluation of Consumer Heterogeneity in the Profitability of Customer Tier Programs." The 75th Annual Conference of the Japan Society of Commerce, June 2024, Osaka, Japan.
8. Kazuki Nishio, Masahiro Honda, Takahiro Hoshino. "Thresholds or Constant Rewards? Examining Customer Responses to Loyalty Program Design Changes." ISMS Marketing Science Conference, June 2025, Washington D.C., USA.
9. Kazuki Toyofuku, Masahiro Honda, Takahiro Hoshino. "A Model for Estimating Competitive Structure Integrating Brand Hierarchy and Similarity: An Approach Based on Store-Level Data." The 53rd Annual Meeting of the Behaviormetric Society, August 2025, Kanagawa, Japan.
10. Mayu Ogawa, Ayano Kajitani, Masahiro Honda. "Empirical Analysis of the Effectiveness of the Clumpiness Index in Coupon Distribution Using a Large-Scale RCT." The 118th Conference of the Japan Institute of Marketing Science, November 2025, Tokyo, Japan.

11. Soichiro Uozumi, Masahiro Honda. "Clustering Basket-Level Purchase Sequence Data Using Large Language Models." The 118th Conference of the Japan Institute of Marketing Science, November 2025, Tokyo, Japan.
12. Atsushi Noguchi, Masahiro Honda. "Interactions in Price Fluctuations under Mixed Bundling: Reference Point Formation and Purchase Behavior for Multipacks and Single Items." The 118th Conference of the Japan Institute of Marketing Science, November 2025, Tokyo, Japan.
13. Masahiro Honda, Takahiro Hoshino, Taisuke Otu. "Identification of Non-Random Missingness through Missing IV and Latent Variable Modeling." 2026 Japanese Joint Statistical Meeting.

Awards, Grants, and Memberships

- Selected for the JST Support for Pioneering Research Initiated by the Next Generation, JPMJSP2123.
- Selected as a JSPS Research Fellow DC2, April 2026-March 2028.
- KAKENHI Project: Consumer Behavior Analysis of Shrinkflation.
- Academic societies: JIMS, The Behaviormetric Society, Japan Society of Commerce, The Japanese Society for Artificial Intelligence.