Professor Jay Rajasekera

• IUJ
  Teaching:
  – MBA Core Course: Computer Based Decision Modeling
  – E-Biz Core: Foundation of Web Technologies
  – MBA/E-Biz: Database Management
  – MBA-E-Biz: IT Strategy
  – E-Biz: iPhone/iPad Business Apps
• Bell Laboratories and AT&T
• Specialty: Computer Science
Professor Jay Rajasekera

• Bell Laboratories and AT&T (New Jersey, USA)
  – Patented World’s 1st Undersea Optical Cable Design
  – Large percentage of Internet traffic of the world carries through optical cables made using this Patent

• Int. Univ. of Japan
  – Professor, Former Dean of IUJ Business School
  – 1st Business School in Japan to be listed in Economist “Top 100 B-Schools” ranking, in 2003
  – Increased the female students to GSIM
  – Hired the female faculty to GSIM for the first time

• Supervised the highest number of thesis students in the entire university since joining IUJ in 1995, from over 35 countries
Overview of TAT-8 Trans-Atlantic Fiber Optic Cable Project:

The TAT-8 cable system.

Jay Rajasekera (C)
Large % of Internet Traffic
Books
If social network is going to bring any value co-creation and innovation in digital business, the company must create communities with stakes for its members. Toyota did just that by having stakes in suppliers and partnering with them. That is what made Toyota Production System, otherwise known as Lean Manufacturing, successful.

History is filled with examples of successful value co-creations. In any so-called “developed” country, the underlying model is value co-creation, where a strategy or a platform is established, often under able leadership, to bring together the citizens to achieve a common goal.

In the modern times, however, where companies often cross boundaries of their everyone in its value chain, from downstream suppliers to upstream auto dealers and finally to the customers who buy its brand of automobiles.

Exploring how Toyota creates value and understanding the value co-creation process to see if companies in digital businesses could learn something can be of interest, especially for those businesses which are trying hard
## My Current Research

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<td>• OM models (Japan-model)</td>
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<td>• IT Strategy models (Toyota-model, Strategy Map)</td>
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<td><strong>IT Applications</strong></td>
<td>• iGoogle, Internet Widgets, iPhone, Database</td>
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Jay Rajasekera (c)
Serving the poor by marketing information: developing a sustainable village phone model in Bangladesh

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Jay Rajasekera

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Using Kansei Engineering with new JIT to accomplish cost advantage

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Examples of Computer Simulation in Kansei Engineering

- Comfortable Shoe
- Property of cloth
- Comfortable Chair
- Comfortable bed
- Clothing comfort (Pressure)

Jay Rajasekera (c)
Effective Use of Environmental Management Information Systems with Data Crawling Techniques

Jay Rajasekera*, Maung Maung Thant*, Ohnmar Htun**

*International University of Japan
**Nagaoka University of Technology

Contact e-mail: jrr@iuj.ac.jp

Abstract: With global warming taking center stage, it is becoming clear that environmental information plays a critical role for monitoring, educating, and taking control measures. Currently the environmental data are gathered in a somewhat hierarchical system where mostly governments, NPOs and other organizations collect the data and feed in to world organizations for final analysis and monitoring purposes causing considerable time lags. Using crawling methods and accessing data stored in multiple data sources, and storing in an appropriately designed database could be a information about global warming and the public awareness play a critical role.

The sources that affect environment and the global warming are distributed around the world. Addressing the global environmental changes, without comprehensively accounting for the effects from such sources simply has no meaning. But, the environment related data from such sources are in all kinds of forms residing at millions of locations around the world and are often published on corporate, NGO, and governmental websites. Can the rapidly developing Internet crawling technology that translates data into
Figure 4: Information retrieval using EMIS with data crawling techniques
ESTIMATION OF RISKS POTENTIAL LOSSES DUE TO LATE PAYMENT OF A LOAN PORTFOLIO

By

Student No. 2A7050

Name: Tran Minh, Vu

Faculty Supervisor:

Professor: Jay Rajasekera

Jay Rajasekera (c)
Assessment of the brand value - Using strategy map and Japanese brand valuation METI model on an insurance company in Vietnam

Student No: 2A6051

Name: Tran Tuan Cuong

Faculty Supervisor:

Professor: Jay Rajasekera
URL: http://elab-ws.iuj.ac.jp/cctld/index.htm
Jay Rajasekera (c)
• Check which professor(s) may fit with your thesis idea
• If Prof. Rajasekera’s research interests (shown above) generally matches your thesis idea, you can talk to him
• Professor probably inform whether you should do “Platform” or “Advanced Seminar” option after learning about your thesis idea

• Do some search for a topic that will be good for your career.
• Google or Google Scholar is a good place to start with.
• You can read “Research Methodology Guide” ppt file found in this page (see towards the bottom of this page) to learn how to find a topic
• Talk to a professor
• Attend a Platform introduction presentation

Has Topic?

Yes

No

Jay Rajasekera (c)
Innovations of ICT and their strategic use in governance, society, and globalization (Common Theme)

More independent ideas based on student needs (Individual Needs)

Individual Thesis (no group thesis)
My Current Research

**IT/OM Strategy**
- OM models (Japan-model)
- IT Strategy models (Toyota-model, Strategy Map)

**IT Applications**
- iGoogle, Internet Widgets, iPhone, Database
- SNS Applications: Facebook Twitter

**BOP Modeling**
- IT applications for Bottom of the Pyramid
- BOP Strategies and Opportunities

**Math Modeling**
- Excel Models
- Neural Models and Kansei Engineering Models

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Wants to do Research with me?
Best Wishes !!!
My Research Areas

• Corporate IT Strategies and Strategy Maps
• Strategic Applications Using Cloud Computing
• National IT Policies
• Database and Data Mining Applications (Finance, Services, Manufacturing, Logistics)
• Kansei Engineering Applications
• Business Applications Using Mobile Technologies
• iPhone, Google Apps
My Research Areas

- VBA and Macro Modeling for Finance Applications (Option Pricing, Risk Modeling)
- Globalization and Bottom of the Pyramid (BOP)
- Neural Network Applications in (Finance and Marketing)
- Optimization Modeling in Environment, Energy, Finance, and Manufacturing
- Structural Reform and State Enterprises Reform Strategies.
- Social Network Models and their Applications