

Curriculum Vitae: Fumiko Kano Glückstad



A. Personal data

Email (work) fkkg.msc@cbs.dk
DoB June 1968
Address: N. Dalhoffs Vej 5, 2000 Frederiksberg
Nationality Japanese with permanent residence permit
Language Japanese (Native), English (Fluent), Danish (passed “Prøve i Dansk 3”)

B. Employment

07.2016 – present Associate Professor, Dept. of Management, Society and Communication, CBS
02.2020 – 12.2020 Associate Professor (20% part-time), Dept. of Technology & Innovation, SDU
10.2013 – 06.2016 Assistant Professor, Dept. of International Business Communication, CBS
01.2013 – 09.2013 Postdoc Researcher, Dept. of International Business Communication, CBS
06.2012 – 12.2012 Research Assistant, Dept. of International Business Communication, CBS
12.2008 – 05.2012 PhD fellow, Dept. of International Business Communication, CBS

05.2004 – 11.2008 Independent Research Associate for WIP, Japan and London Research International
10.2000 – 04.2004 Senior Coordinator, Phase One A/S
01.1998 – 09.2000 Columnist for Nikkei Net Business
04.1991 – 11.1997 Consumer Research & Business Development, Panasonic Corporation, Home Appliance Enterprise (consumer research and business development)

C. Education

2017 - 2018 Harvard Business School - Project Management Leadership course funded by Innovation Fund Denmark: Pasteur Program 2017

2013-2015 Assistant Professorship Program, Copenhagen Business School (CBS)
2012 (8. Nov.) PhD in Cross-Cultural Cognition, Copenhagen Business School (CBS)

Major PhD schools affiliated and courses attended:

2011 Course attendance “Introduction to Machine Learning and Data Modeling”
Technical University of Denmark, DTU Compute

2011 Summer School of the Swedish Graduate School in Cognitive Science
2010 European Summer School of Logic, Language and Information
2009 Nordic Graduate School of Language Technology
2008- Forskerskole Øst (University of Copenhagen, CBS, Roskilde Univ.)

2008 Master of Language Administration, Copenhagen Business School (CBS)
1991 Bachelor of Art in Psychology, Doshisha University, Japan

D. Scientific focus areas (as of 2021)

- Social, Cognitive & Cross-Cultural Psychology
- Cross-Cultural Communication
- Consumer Psychology (Consumer Segmentation & Consumer Data Sciences)
- Intercultural Data Analysis Methods
- Cognitive Modeling (Application of Machine Learning technologies to Social Sciences)

E. Academic awards

- Nomination for Undervisningsprisen 2022, Uddannelses- og Forskningsstyrelsen
- Best Excellent Paper Award “Testing a model of destination image formation: Application of nonparametric Bayesian relational modelling to destination image analysis” 2018 Global Marketing Conference at Tokyo, July 2018
- Nomination for the final three Best Paper Awards for the paper “*Categorization of Destinations and Formation of Mental Destination Representations: A Parallel Biclustering Analysis*” at the 48th

TTRA (The Travel and Tourism Research Association) annual international conference, 2017, Quebec, Canada

- Best Paper Award for the paper “*Asymmetric similarity and cross-cultural communication process*” at the 9th Int. Conf. on Terminology and Artif. Intelligence 2011, Paris, France.
- Nomination for the final four Best Paper Awards for the paper “*Alignment of remote cultures*” at the 2nd International Conference on Culture and Computing (IEEE), 2011, Kyoto, Japan.

F. Fund-raising activities and project management

- 2021-2024 **PI and recipient** of “iBeauty: Intercultural Personas of Beauty & Values” fully funded by KOSE Corporation, Japan. Amount funded: **1.1M DKK**
- 2017-2020 **recipient and co-leader** of the Innovationsfonden (IFD) Grand Solution project: UMAMI (Understanding Mindset across Markets, Internationally) Amount applied: **4.684.863 DKK**. **Partners:** Technical University of Denmark, Visit Denmark, Wonderful Copenhagen, Visit North Sealand, Visit Carlsberg, Dept. of Marketing@CBS. <http://sf.cbs.dk/umami>
- 2017 **PI and recipient** of the International Network Program, Danish Ministry of Higher Education and Science: Cool Japan – Smart Denmark Initiative (Integration of data sciences in the tourism research). Amount applied: **287.636 DKK** Partners: Hitotsubashi University, Japan, National Institute of Advanced Industrial Science and Technology, Japan
- 2013 **Co-recipient and co-funded** as postdoctoral researcher by the Carlsberg Foundation as part of the Global English project headed by Prof. Durst-Andersen. Amount applied: **6.6 mil. DKK**

G. Other management activities

- Study board (vice program director) of BSc. International Business, Asia

H. Other noteworthy academic activities

- Reviewer of Annals of Tourism Research (AJG-4)
- Reviewer of Journal of Cross-Cultural Psychology (AJG-3)
- Reviewer of Journal of Destination Marketing & Management (AJG-1)
- Organizer of the *2016-2020 thematic session* “Comprehending Consumers: Computing Complexity of Cultures” under the overall framework of the 5-years project “Challenge for Realizing Early Profits” coordinated by the Japanese Society of Artificial Intelligence (JSAI)
- Invited talk: Data-driven analysis of cultural dynamics: towards mutual understanding across cultures, presented on 20 Jan. 2014 at the CBS-KU Symposium on Designing Multicultural Creative Environment, Kyoto University, Japan (design.kyoto-u.ac.jp/archive/3263/)
- Invited talk: *Should ontologies be language independent or dependent?* Presented on 25-28 Jan. 2011 at The Second Kyoto EU - FP7 ICT Work Programme Workshop in Gifu, Japan.

I. Academic communities

- Member of the European Association of Methodology (EAM)
- Member of the Asian Society for Social Psychology (ASSP)

J. Supervisions of students (2016-2022)

- 22 bachelor projects
- 39 master projects (one thesis received the best paper award from HBH trouble shooting prize, 2022)
- 2 postdocs (co-supervision)

Full list of Publications by Fumiko Kano Glückstad (2011-present)

Peer-reviewed journal articles (2011-present)

- Daniel, H. & Glückstad F.K. (2024) A social media analysis of travel preferences and attitudes, before and during Covid-19, *Tourism Management* ([AJG4](#))
- [Glückstad, F.K.](#) (2022) : A Cross-cultural Analysis of Risk Perceptions, Attitudes, and Intentions to Ward Traveling during Corona-crisis: Japan and Italy. *Hitotsubashi Business Review*. Autumn, p.48-61.
- [Glückstad, F.K.](#) (2022) Risk-perceptions, attitudes and behavioral intentions to spend on experiences in the post-Corona crisis: Data from Italy, Denmark, China and Japan. *Data in Brief*. Vol. 42.108259 doi.org/10.1016/j.dib.2022.108259
- Schmidt, M.N., Mørup, M., Albers, K.J., Seddig, D., Davidov, E., Bauer, J.M. & [Glückstad, F.K.](#) (2021) Latent profile analysis of human values: What is the optimal number of clusters? In: *Methodology: European Journal of Research Methods for the Behavioral and Social Sciences*, 2021, Vol. 17(2), 127–148, doi.org/10.5964/meth.5479 ([JCI: 0.67](#))
- Schmidt, M. N., Seddig, D., Davidov, E., Mørup, M., Albers, K. J., Bauer, J. M., & [Glückstad, F. K.](#) (2021). Supplementary materials to: Latent profile analysis of human values: What is the optimal number of clusters? [Figures, Table, Code]. *PsychOpen GOLD*. doi.org/10.23668/psycharchives.4948 ([JCI: 0.67](#))
- [Glückstad F.K.](#), Wiil UK, Mansourvar M and Andersen PT (2021) Cross-Cultural Bayesian Network Analysis of Factors Affecting Residents' Concerns About the Spread of an Infectious Disease Caused by Tourism. *Front. Psychol.* 12:635110. [doi: 10.3389/fpsyg.2021.635110](https://doi.org/10.3389/fpsyg.2021.635110) ([BF11](#))
- Albers, J.K, Mørup, M., Schmidt, M.N. & [Glückstad, F.K.](#) (2020) Predictive Evaluation of Human Value Segmentations In: *Journal of Mathematical Sociology*, 17.9.2020 10.1080/0022250X.2020.1811277 ([BF11](#))
- [Glückstad, F.K.](#), Schmidt, M.N. & Mørup, M. (2020) Testing a Model of Destination Image Formation: Application of Bayesian Relational Modeling and fsQCA. In *Journal of Business Research*, Vol. 120, 11.2020, s. 351-363 ([AJG3/BF12](#))
- [Glückstad, F.K.](#), Schmidt, M. N. & Mørup M. (2017) Examination of Heterogeneous Societies: Identifying subpopulations by contrasting cultures. *Journal of Cross-Cultural Psychology*. Vol.48, No.1, p.39-57, DOI: 10.1177/0022022116672346 ([AJG3/BF12](#))
- [Glückstad, F.K.](#), Herlau, T., Schmidt, N. M., & Mørup, M. (2014) Cross-categorization of legal concepts across boundaries of legal systems: in consideration of inferential links. In: *Artificial Intelligence and Law*, Vol. 22(1), pp. 61-108, NY:Springer, DOI: 10.1007/s10506-013-9150-2 ([BF11](#))
- [Glückstad, F.K.](#) (2013) Aligning Mental Representations. In: *Journal of Advanced Computational Intelligence and Intelligent Informatics*. Vol. 17 No.4, Fuji Technology Press, Tokyo, Japan, ISSN : 1343-0130 (Print) / 1883-8014 (Online) pp. 663-669 ([BF11 as of 2013](#))

Peer-reviewed conference proceedings (2011-present)

- [Glückstad, F.K.](#), Seddig, D., Kobayashi, H., Kotakeyama, Y., Nakamura, R., and Davidov, E. (2022) Examining the Measurement of Properties of the Human Beauty Value Scale in English and Japanese. The RC20 Regional Conference on Comparative Sociology & the 2nd RC33 Regional Conference on Social Science Methodology: Asia. Japan Women's University, p. 9.
- Kotakeyama, Y., Nakamura, R., Kobayashi, H. & [Glückstad, F. K.](#) (2022) Analysis of Relationship between Schwartz' Basic Value Classification and Beauty Values: Comparison of Persona Classification Methods Based on Basic Values and Beauty Values. In Proceedings of the 50th Annual Meeting of the Behaviormetric Society. Mori, K. (ed.). Okinawa: Behaviormetric Society, p. 168-171
- Kobayashi, H., Nakamura, R., Kotakeyama, Y. & [Glückstad, F. K.](#), (2022) Development of a World Cross-cultural Beauty Persona based on Values. In: Conference Proceedings of Japan Marketing Academy, Hosei University. 11, p. 340
- [Glückstad, F.K.](#), Schmidt, M. N., Seddig, D., Davidov, E., Mørup, M. Albers, K.J. & Bauer, J.M. (2022) Latent Profile Analysis of Human Values / Group Behavior. In: Invited Symposium: Individual Differences in Values and Political Individual/Group Behavior. . ed. /Eldad Davidov. Madrid : European Association of Personality Psychology 2022, 1 p., p. 11-12
- Hardt, D. & [Glückstad, F.K.](#) (2020) Mining Links Between Travel Motivations and Mental Representation of Destinations from Twitter Postings. In. 2020 Global Marketing Conference at Seoul Proceedings. red. /Jeonghye Choi; Yeolim Yoon. Changwon : Global Alliance of Marketing & Management Associations 2020, s. 1025-1029
- [Glückstad, F.K.](#) & Takahashi, Y. (2019) Who are those Chinese Traveling to Europe?: Value-based Classification of Chinese People and their Traveling Experiences. In The International Society for the Study of Individual Differences 2019 Conference, Personality and Individual Differences, Volume 157, 2020, doi.org/10.1016/j.paid.2019.109684. ([AJG3/BFI2](#))
- [Glückstad, F.K.](#) & Takahashi, Y. (2019) Interpretation of Schwartz Theory of Ten Basic Human Values in the Japanese context. The 13th Biannual Asian Society of Social Psychology 2019, Taipei, 11th – 13th July, 2019
- [Glückstad, F.K.](#), Schmidt, M.N., & Mørup M. (2018) Testing a model of destination image formation: Application of nonparametric Bayesian relational modelling to destination image analysis. In: 2018 Global Marketing Conference at Tokyo, Japan. Proceedings. ed. /Jeonghye Choi. Seoul : Global Alliance of Marketing & Management Associations 2018, p. 63-64 [Best Excellent Paper Award](#)
- Litong-Palima, M., Albers, K.J. & [Glückstad, F.K.](#) (2018) Stability and Similarity of Clusters under Reduced Response Data. In: The 32nd Annual Conference of the Japanese Society for Artificial Intelligence, 2018
- Albers, K.J., Schmidt, M.N., Litong-Palima, M, Mørup, M. Bonnevie, R., [Glückstad, F.K.](#) (2018) Understanding Mindsets Across Markets, Internationally : A Public-private Innovation Project for Developing a Tourist Data Analytic Platform. In: Proceedings of the 42nd IEEE Annual Computer Software and Applications Conference: COMPSAC 2018. Volume 2. . ed. /Sorel Reisman; Sheikb Iqbal Ahamed; Claudio Demartini; Thomas Conte; William Claycomb; Motonori Nakamura; Edmundo Tovar; Stelvio Cimato; Chung-Horng Lung; Hiroki Takakura; Ji-Jiang Yang; Toyokazu Akiyama; Zhiyong Zhang; Kamrul Hasan. Los Alamos, CA : IEEE 2018, p. 159-164
- [Glückstad, F.K.](#), Kock, F., Josiassen, A. & Assaf, A. (2017) Categorization of Destinations and Formation of Mental Destination Representations: A Parallel Biclustering Analysis" In. Proceeding of the annual conference of the Travel and Tourism Research Association: Advancing Tourism Research Globally. 12. [Nominated as one of three finalists for the Best Paper Award](#)

- Glückstad, F.K. (2017) UMAMI: Understanding Mindsets Across Markets, Internationally. In the proceeding of the 31st Annual Conference of the Japanese Society for Artificial Intelligence. JSAI 2017, 2017
- Glückstad, F.K. & Josiassen, A. (2016) 価値観ベースの異文化マーケティングの課題と将来展望, In the proceedings of the 30th Annual Conference of the Japanese Society for Artificial Intelligence. JSAI 2016, 2016
- Glückstad, F.K. (2015) Automatic alignment of multiple knowledge systems: Its application to intercultural opinion survey analysis. The 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management. 12-14 November 2015, Lisbon, Portugal
- Glückstad, F.K. & Tanida, Y. (2015) Comprehending Consumers: Computing Complexity of Cultures. In Proceedings of 29th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2015), June 2015, Hakodate, Japan
- Mørup, M., Glückstad, F.K., Herlau, T. & Schmidt, N. M. (2014) Non parametric statistical structuring of knowledge systems using binary feature matches. In: Porceedings of 2014 IEEE International Workshop on Machine Learning for Signal Processing (BFI1 as of 2014)
- Glückstad, F.K., Herlau, T., Schmidt, N. M., Rafal Rzepka, Kenji Araki & Mørup, M. (2013) Analysis of conceptualization patterns across groups of people. In: Proceedings of 2013 Conference on Technologies and Applications of Artificial Intelligence (TAAI 2013), Taiwan, IEEE 2013, DOI 10.1109/.73 pp. 349-354
- Glückstad, F.K., Herlau, T., Schmidt, N. M., & Mørup, M. (2013) Unsupervised Knowledge Structuring: Application of Infinite Relational Models to the FCA Visualization. In: The 9th International Conference on Signal Image Technology & Internet Based Systems. SITIS 2013. ed. /Kokou Yetongnon; Albert Dipanda; Richard Chbeir. Los Alamitos, CA : IEEE 2013, pp. 233-240 (BFI1 as of 2013)
- Glückstad, F.K., Herlau, T., Schmidt, N. M., & Mørup, M. (2013) Analysis of Subjective Conceptualizations towards Collective Conceptual Modelling. In: Proc. International Organized Session - Modern Approaches for Intelligence Design - from Mining to Inference, 27th Annual Conference of the Japanese Society for Artificial Intelligence, (JSAI 2013), June 2013, Toyama, Japan
- Glückstad, F.K. & Mørup, M. (2012) Feature-based Ontology Mapping from an Information Receivers' Viewpoint In: Proc. 9th International Workshop on Natural Language Processing and Cognitive Science (NLPCS 2012), ICEIS 2012, Wroclaw, Poland, 28-29 June 2012 / Portugal: SciTePress, pp. 34-43. ISBN: 978-989-8565-16-7
- Glückstad, F.K. & Mørup, M. (2012) Flexible- or Strict Taxonomic Organization? - Impact on culturally-specific knowledge transfer. In: Proc. Terminology and Knowledge Engineering Conference 2012 (TKE 2012), Madrid, Spain, 20-21 June 2012, pp. 65-80. ISBN 978-84-695-4333-7
- Glückstad, F.K. (2012) Cross-cultural Concept Mapping of Standardized Datasets Proc. Workshop on Challenges to Knowledge Representation in Multilingual Contexts, TKE 2012, Madrid, Spain, 19 June, pp. 9-16. ISBN 978-84-695-4333-7
- Glückstad, F.K. & Mørup, M. (2012) Application of the Infinite Relational Model combined with the Bayesian Model of Generalization for Effective Cross-Cultural Knowledge Transfer. In: International Organized Session – Application Oriented Principles of Machine Learning and Data Mining, the 26th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2012), Yamaguchi, Japan 12-15 June
- Glückstad, F.K. (2012) Bridging Remote Cultures: Influence of cultural prior-knowledge in cross-cultural communication. In: International Organized Session - Alan Turing Year Special Session

on AI Research that Can Change the World, the 26th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2012), Yamaguchi, Japan 12-15 June, 2012

- Glückstad, F.K. (2011) Application of classical psychological theory to terminological ontology alignment. In: Proceedings of NLPCS 2011, August 20-21, Copenhagen Business School. / Copenhagen Studies in Language, Nr. 41, pp. 227-238. (BFI1 as of 2011)
- Glückstad, F.K. (2011) Alignment of remote cultures. In: Proc. 2nd International Conference on Culture and Computing. Kyoto, Japan, October 2011 / red. Juan E. Guerrero. Los Alamitos: IEEE Computer Society Press pp. 21-26. Nominated as one of four finalists for the Best Paper Award
- Glückstad, F.K. (2011) Asymmetric similarity and cross-cultural communication process. In: 9th International Conference on Terminology and Artificial Intelligence. Institut National des Langues et Civilisations Orientales, Paris, France, November, 2011, pp. 59-65. Best Paper Award
- Glückstad, F.K. (2011) Terminological ontology and cognitive processes in translation. In: Proceedings of the 24th Pacific Asia Conference on Language, Information and Computation. red. / Ryo Otoguro; Kiyoshi Ishikawa; Hiroshi Umemoto; Kei Yoshimoto; Yasunari Harada. Tohoku: Institute for Digital Enhancement of Cognitive Development, Waseda University. pp. 629-636. ISBN 978-4-905166-00-9 (BFI1 as of 2011)

Non-peer-reviewed journal articles and conference proceedings (2011-present)

- Tanida, Y. & Glückstad, F.K. (2020) NFC-1: Comprehending Consumers: Computing Complexity of Cultures. I: Journal of the Japanese Society for Artificial Intelligence, Vol. 35, Nr. 6, The 34th Annual Conference of the Japanese Society for Artificial Intelligence. JSAI 2020, 2020, 2 s., s. 807-808
- Tanida, Y. & Glückstad, F.K. (2019) NFC-1: Comprehending Consumers : Computing Complexity of Cultures. I: Journal of the Japanese Society for Artificial Intelligence, Vol. 34, Nr. 6, The 33rd Annual Conference of the Japanese Society for Artificial Intelligence. JSAI2019, 2019, 2 s., s. 854-855
- Tanida, Y. & Glückstad, F.K. (2018) NFC-4: Comprehending Consumers : Computing Complexity of Cultures. I: Journal of the Japanese Society for Artificial Intelligence, Vol. 33, Nr. 6, 2018
- Tanida, Y. & Glückstad, F.K. (2017) Universal Value Analysis System and International Marketing. I: Journal of the Japanese Society for Artificial Intelligence, Vol. 32, Nr. 6, 2017
- Glückstad, F.K. & Tanida, Y. (2016) 世界価値観データに基づく世界消費者の把握 I: Journal of the Japanese Society for Artificial Intelligence, Vol. 31, Nr. 6, 2016, s. 913
- Glückstad, F.K. (2013) Computing dynamics of cultures: an interdisciplinary approach to the concept of culture. In: Proc. International Conference - Negotiating the Humanities, Nov. 2013, Aarhus University, Denmark
- Glückstad, F.K. (2010) Terminological Ontology Mapping: cognitive translation approach, The Sixteenth Annual Meeting of the Association for Natural Language Processing, University of Tokyo, Japan, March.
- Glückstad, F.K. (2009) Triangulated terminology management for transitive translations focusing on named entities, NordTerm 2009, Copenhagen Business School, June 2009, Ontologier og taksonomier, Copenhagen Business School, ISBN 978-87-994577-0-0.

Patent:

- Nakamura, R., Kotakeyama, Y., Kobayashi, H., and Glückstad F.K. (2022) A method and data management framework of Intercultural Beauty Personas (No. JP/2022/1165525)

- Glückstad, F.K., Herlau, T., Schmidt, N. M., & Mørup, M. (2013) A method, computer program and system for inferring and structuring relations between cultural specific concepts in two cultures. European patent application filed in June 2012, published in Dec. 2013 (WO/2013 /186216)

Monograph (PhD Thesis)

- Glückstad, F.K. (2012) *Bridging Remote Cultures: Cross-lingual concept mapping based on the information receiver's prior knowledge*, Frederiksberg: Copenhagen Business School [Phd], 2012. 245 s. (PhD Series; Nr. 31.2012).