



# ISASE2017

International Symposium on Affective Science and Engineering 2017

Kogakuin University, Shinjuku, Tokyo, Japan

March 20 (Mon.) - March 21 (Tue.), 2017

Organized by  
Japan Society of Kansei Engineering



Japan Society of Kansei Engineering

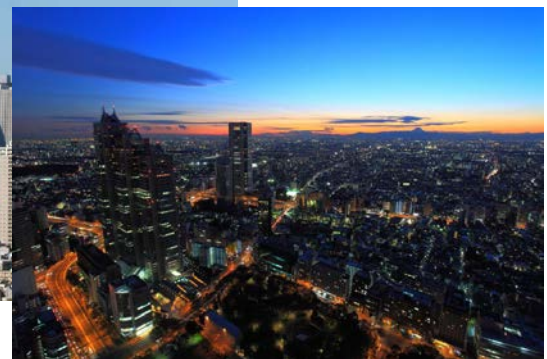
日本感性工学会

It is our great pleasure to welcome you to attend ISASE 2017 - the 3rd International Symposium on Affective Science and Engineering during March 20 (Mon.) - 21 (Tue.), 2017. The main objective of the symposium is to bring together academics, engineers, manufacturers, and government officials to present and exchange knowledge, experience, results, and information related to the broad aspects of methodologies employed in affective science and engineering. Affective engineering is a new propelling technology that can enable us to bridge gaps between humans and systems. The scope of the symposium also covers all fields of advanced technology and science, manufacturing, production as well as design.

## Venue

The symposium will be held at the same location as last year, Kogakuin University, Tokyo, Japan. Tokyo is the biggest, but safety city of providing all of companies. Shinjuku is all night entertainment area filled with pulses. Around Kogakuin University Shinjuku campus,

many big companies set up the office. For all of you participated in this symposium, may spend a significant time to surely win through up to a memory. Many academic institutions are in Tokyo and also you can enjoy the sightseeing at the same time.



## Theme and Scope

Affective Engineering and Design research has been expected to assist progress of societies with various research fields such as engineering, economics, and psychology. The Workshop on Affective Engineering and Design aims at exploring ongoing efforts in the theory, design and application on a wide variety of research fields related to Affective Engineering. The workshop provides an opportunity for academic/industry researchers and professionals to share, exchange, and review recent advances on Affective Engineering research. Original contribution describing recent modeling, analysis, and experiment on Affective Engineering and Design with particular, but not exclusive, regard to:

- |                                   |                             |                           |
|-----------------------------------|-----------------------------|---------------------------|
| ✓ Affective Science & Engineering | ✓ Affective Design          | ✓ Business Administration |
| ✓ Affective Information           | ✓ Emotional Design          | ✓ Soft Computing          |
| ✓ Affective Robotics              | ✓ UX Design                 | ✓ Brand Identity          |
| ✓ Affective Education             | ✓ Fashion Design & Business | ✓ Designing Pleasure      |
| ✓ Affective Computing             | ✓ Interface Design          | ✓ Culture & Design        |
| ✓ Affective Measurement           | ✓ Interaction Design        | ✓ Psychology of Cognition |
| ✓ Affective Marketing             | ✓ Affective Innovation      | ✓ Affective Ethnography   |
| ✓ Affective Business              | ✓ Affective Design Thinking | ✓ Big Data Treatment      |
|                                   | ✓ Behavioral Economics      |                           |

## Important Dates

**Paper submission Deadline:** ~~January 25, 2017~~ → **January 31, 2017**  
**Acceptance Notification:** ~~January 31, 2017~~ → **February 8, 2017**  
**Camera-Ready Submission:** **February 15, 2017**

## Submission Procedure

Papers must be submitted via the symposium web site is required. Submitted papers should be in the IJAE's format, and should contain up to 5 keywords. Papers will be evaluated for originality, significance, clarity, and soundness, and will be reviewed by at least two independent reviewers. The detailed submission procedure will be appeared in the web site.

## Contact

JSKE Secretariat

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