

Professor Dr. Noboru Hidano

Professor Emeritus, Former Fellow and Deputy Head, the Center for the Study of World Civilizations, Tokyo Institute of Technology, Former visiting researcher at Max Planck Institute for Human Development, and Visiting Professor at the Cognitive Science and Psychology Department, Trento University.

The behavioral, ecological and environmental economist Noboru Hidano is well known for his book, *The Economic Valuation of the Environment and Public Policy: A Hedonic Approach* (Edward Elgar, 2002), a leading text on the hedonic valuation approach as pursued in public policy and environmental assessment. Professor Hidano has also advocated the notion of the “extended self-concept”, based upon the Eastern idea of self as set forth in a paper “Extended Self, Game, and Conflict” in the *Annals of the International Society of Dynamic Games* (2006), and an article “Public Space in the City from the Viewpoints of Extended Self-Concept: A Fragment of Happiness” in *Publicness from the perspective of city, Public Philosophy* (Tokyo University Press, 2004). He seeks to integrate science, engineering, and art education in the overall search for contentment on behalf of the individual and society, based on his half-century of experience in interdisciplinary education and research including on the project, "The future of the automobile" at MIT during 1982-1985.

Professor Hidano graduated from the Department of Social Engineering at Tokyo Tech, Japan’s foremost sci-tech university. Established in 1966, this department was one of the earliest to adopt an interdisciplinary approach comprising economics, psychology, engineering, and city planning. He received a doctorate from Tokyo Tech in 1981. After moving to the Tokyo University as an associate professor, he was appointed a full professor in the Department of Social Engineering at Tokyo Institute of Technology in 1991. He is the recipient of several prizes including the prestigious Japan Science and Technology Prize.