8/17/2026

Takanori Ida

Professor (FY 2007 ~ Present), Dean (FY 2021 ~ 2023), Ph.D. (Economics)
Graduate School of Economics, Kyoto University,
Yoshida, Sakyo, Kyoto 606-8501, Japan
Phone & FAX: +81-75-753-3477
E-mail: ida@econ.kyoto-u.ac.jp

Self-Introduction:

Born in Niigata Prefecture in 1965. Graduated from the Faculty of Economics, Kyoto University, in 1989, and completed the doctoral program at the Graduate School of Economics, Kyoto University, in 1995. Holds a Ph.D. in Economics. Currently serves as Professor at the Graduate School of Economics, Kyoto University. Served as Dean of the Graduate School of Economics and the Faculty of Economics, Kyoto University, from 2021 to 2023, and as Distinguished Professor for Research at Kyoto University in 2025. Has also held visiting research positions at the University of Illinois, the University of Cambridge, and the University of California. Specializes in applied microeconomics and applied econometrics, with research focusing on the integration of behavioral economics, causal inference, and machine learning. Author of numerous books in Japanese and English, including *Broadband Economics: Lessons from Japan* (Routledge) and *Smart Grid Economics: A Field Experimental Approach to Demand Response* (Springer Nature). Has published extensively in leading economics journals, including *Econometrica* and the *American Economic Review*. Recipient of numerous awards, including the JSPS Prize and the Japan Association of Applied Economics Award.

Selected Recent Papers:

[1] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2026) "Choosing Who Chooses: Selection-Driven Targeting in Energy Rebate Programs," *Econometrica* vol.94.1: 225-247.

[2] Ito, K., T. Ida, and M. Tanaka (2023) “Selection on Welfare Gains: Experimental Evidence from Electricity Plan Choice,” *American Economic Review* vol.113.11: 2937–2973.

[3] Murakami, K., H. Shimada, Y. Ushifusa, and T. Ida (2022) “Heterogeneous Treatment Effects of Nudge and Rebate: Causal Machine Learning in a Field Experiment on Electricity Conservation,” *International Economic Review* vol.63.4: 1779-1803.

[4] Wang, W., T. Ida, and H. Shimada (2020) “Default Effect versus Active Decision: Evidence from a Field Experiment in Los Alamos,” *European Economic Review* vol.128: 1-20.

[5] Ito, K., T. Ida, M. Tanaka (2018) “Moral Suasion and Economic Incentives: Field Experimental Evidence from Energy Demand,” *American Economic Journal: Economic Policy* vol. 10.1: 240-267.

Education:

1990 – 1995 Kyoto University, Graduate School of Economics, Kyoto, Japan
M.A. degree in Economics, March 1992
Doctoral degree in Economics, January 1997
(Ph.D. thesis: *Essays on Decision Theory under Uncertainty*)

1985 - 1989 Kyoto University, Faculty of Economics, Kyoto, Japan
B.A. degree in Economics, March 1989

Work Experience:

Permanent

2000 – Present Kyoto University, Graduate School of Economics, Kyoto, Japan
Associate Professor, April 2000 – March 2007
Professor, April 2007 – Present
Vice Dean, April 2015 – March 2017
Dean, April 2021 – March 2024

2012 – 2014 Kyoto University, Society-Academia Collaboration for Innovation, Kyoto, Japan
Vice Director, December 2012 – September 2014

1995 - 2000 Konan University, Faculty of Economics, Kobe, Japan
Assistant Professor, April 1995 – March 1997
Associate Professor, April 1997 – March 2000

Visiting

2011-2012 University of California, Berkeley, Goldman School of Public Policy, Berkeley, U.S.A.
Lawrence Berkeley National Laboratory, Demand Response Research Center, Berkeley, U.S.A.
Fulbright Visiting Scholar, August 2011 – July 2012

2005 University of Cambridge, Wolfson College, Cambridge, U.K.
Visiting Scholar, July – September 2005

2001 - 2002 University of Cambridge, Department of Applied Economics and Wolfson College, Cambridge, U.K.
Visiting Scholar, July 2001 – July 2002

1997 - 1998 University of Illinois at Urbana-Champaign, Department of Economics, Illinois, U.S.A
Visiting Scholar, August 1997 – August 1998

Awards:

- May 2025 Commendation for Distinguished Service in Consumer Support, Minister of State for Consumer Affairs and Food Safety, Cabinet Office, Government of Japan
- May 2025 The Author Service Award, Springer Nature
- May 2025 The Editorial Contribution Award, Springer Nature

- April 2025 Research Distinguished Professor, Graduate School of Economics, Kyoto University
- June 2024 Best Paper Award, Information and Communication Society of Japan
- June 2022 Best Paper Award, Information and Communication Society of Japan
- November 2019 2nd Yahoo Best Paper Award, Behavioral Economics Society of Japan
- 2014 Japan Association of Building and Equipment Engineers (JABMEE) Environmental Technology Excellence Award,
- September 2011 The Fulbright Grantee (Visiting Scholar)
- March 2010 The JSPS (Japan Society for the Promotion of Science) Awards
- November 2007 The Japan Association for Applied Economics Prize
- November 2007 The Okawa Publications Prize
- October 2007 The DoCoMo Mobile Science Prize for the Young Researchers
- June 2002 The Japan Society of Public Utility Economics Prize for Young Researchers
- September 1990 The TELECOM Social Science Award for Student

Book (written in English):

[1] Ida, T., K. Ito, and M. Tanaka (2024) *Smart Grid Economics: A Field Experimental Approach to Demand Response*, Springer Nature, 139pp.

[2] Ida, T. (2009) *Broadband Economics: Lessons from Japan*, Routledge (Taylor & Francis Group): London, 290pp, January 2009.

Refereed Articles (written in English):

[1] Iwamoto, R., T. Ishihara, and T. Ida (2026) "Comparing Risk Preferences and Reference Dependence in Humans and AI: A Persona-Based Approach with Fine-Tuning," *Journal of Behavioral and Experimental Economics* vol. 124.102634: 1-16.

[2] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2026) "Choosing Who Chooses: Selection-Driven Targeting in Energy Rebate Programs," *Econometrica* vol.94.1: 225-247.

[3] Kawamura, T., T. Ida, and K. Ogawa (2025) "Synergy between Monetary and Non-Monetary Interventions: Experimental Evidence on Crowdfunding Techniques for R&D in New Energy Sources," *Applied Economics* 57.25: 3312-3326.

[4] Kinoshita, K., M. Sato, and T. Ida (2024) "Bayesian Probability Revision and Infection Prevention Behavior in Japan: A Quantitative Analysis of the First Wave of COVID-19," *Research in Economics* vol.78.4: 100986.

[5] Carnerero, D., T. Tanaka, M. Li, T. Hatanaka, Y. Wasa, K. Hirata, Y. Ushifusa, and T. Ida (2024) "Net-Zero Energy House-oriented Linear Programming for the Sizing Problem of Photovoltaic Panels and Batteries," *IEEE Access* vol. 12: 80429-80441.

[6] Ito, K., T. Ida, and M. Tanaka (2023) "Selection on Welfare Gains: Experimental Evidence from Electricity Plan Choice," *American Economic Review* vol.113.11: 2937–2973.

[7] Nakamura, N. and T. Ida (2023) “Delineating zero-price markets with network effects: An analysis of free messenger services,” *Journal of Competition Law & Economics* vol.19.1: 177–192.

[8] Murakami, K., H. Shimada, Y. Ushifusa, and T. Ida (2022) “Heterogeneous Treatment Effects of Nudge and Rebate: Causal Machine Learning in a Field Experiment on Electricity Conservation,” *International Economic Review* vol.63.4: 1779-1803.

[9] Ishihara, T. and T. Ida (2022) “The Effect of Information Provision on Stated and Revealed Preferences: A Field Experiment on the Choice of Power Tariffs Before and After Japanese Retail Electricity Liberalization,” *Environmental and Resource Economics* vol.82.3: 573-599.

[10] Wang, W., T. Ida, and H. Shimada (2020) "Default Effect versus Active Decision: Evidence from a Field Experiment in Los Alamos," *European Economic Review* vol.128: 1-20.

[11] Ida, T., N. Motegi, and Y. Ushifusa (2019) “Behavioral Study of Personalized Automated Demand Response in Workplaces,” *Energy Policy* vol.132: 1009-1016.

[12] Kuroda, T., T. Koguchi, and Ida, T. (2019) “Identifying the Effect of Mobile Operating Systems on the Mobile Services Market,” *Information Economics and Policy* vol. 46: 86-95.

[13] Ito, K., T. Ida, and M. Tanaka (2018) “Moral Suasion and Economic Incentives: Field Experimental Evidence from Energy Demand,” *American Economic Journal: Economic Policy* vol. 10.1: 240-267.

[14] Fukuzawa, N. and T. Ida (2016) “Science Linkages between Scientific Articles and Patents for Leading Scientists in the Life and Medical Sciences Field: The Case of Japan,” *Scientometrics* vol. 106.2: 629-644.

[15] Ida, T., K. Murakami, and M. Tanaka (2016) “Electricity Demand Response in Japan: Experimental Evidence from a Residential Photovoltaic Generation System,” *Economics of Energy & Environmental Policy* vol. 5.1: 73-88.

[16] Murakami, K., T. Ida, M. Tanaka, and L. Friedman (2015) “Consumers’ Willingness to Pay for Renewable and Nuclear Energy: A Comparative Analysis between the US and Japan,” *Energy Economics* vol. 50: 178-189.

[17] Ogawa, K. and T. Ida (2015) "Power of Individual Characteristics in Hypothetical Dictator Game Experiments," *Review of Social Economy* vol. 73.2: 176–195.

[18] Pilar Baquero Forero, M.d., T. Ida, and T. Kuroda (2015) “Institutions and Cultural Heterogeneity as Determinants of National Income: A Random-coefficients Stochastic Frontier Model,” *Review of Development Economics* vol. 19.3: 710-724.

[19] Ida, T., K. Takemura, and M. Sato (2014) “Inner Conflict between Nuclear Power Generation and Electricity Rates: A Japanese Case Study,” *Energy Economics* vol.48: 61-69.

[20] Tanaka, T., T. Ida. K. Murakami, and L. Friedman (2014) “Consumers' Willingness To Pay for Alternative Fuel Vehicles: A Comparative Analysis between US and Japan,” *Transportation Research A* vol.70: 194-209.

[21] Ida, T., K. Murakami, and M. Tanaka (2014) “A Stated Preference Analysis of Smart Meters, Photovoltaic Generation, and Electric Vehicles in Japan: Implications for Penetration and GHG

Reduction" *Energy Research & Social Science* vol.2: 75-89.
[22] Ida, T. (2014) "A Quasi-Hyperbolic Discounting Approach To Smoking Behavior," *Health Economics Review* vol.4.5: 1-11.
[23] Tanaka, M. and T. Ida (2013) "Voluntary Electricity Conservation of Households after the Great East Japan Earthquake: A Stated Preference Analysis," *Energy Economics* vol.39: 296-304.
[24] Ida, T. and N. Fukuzawa (2013) "Effects of Large-Scale Research Funding Programs: A Japanese Case Study," *Scientometrics* vol. 94.3: 1253-1273.
[25] Ida, T. and K. Ogawa (2012) "Measuring the Inequality Aversion Rate, the Social Discount Rate, and the Time Discount Rate Using a Hypothetical Dictator Game," *International Journal of Social Economics* vol.39.5: 314-329.
[26] Ida, T. (2012) "Beyond Mobile Number Portability: Measuring Consumer Preferences for Service Portability in Japan's Mobile Phone Market," *Applied Economics* vol.44.26: 3357-3369.
[27] Goto, R., Y. Takahashi, and T. Ida (2011) "Changes of Smokers' Attitudes to Intended Cessation Attempts in Japan," *Value in Health* vol.14.5: 785-791.
[28] Ida, T., R. Goto, Y. Takahashi, and S. Nishimura (2011) "Can Economic-Psychological Parameters Predict Successful Smoking Cessation?" *Journal of Socio-Economics* vol.40.3: 285-295.
[29] Watanabe, N., R. Nakajima, and T. Ida (2010) "Quality-Adjusted Prices of Japanese Mobile Phone Handsets and Carriers' Strategies," *Review of Industrial Organization* vol.36.4: 391-412.
[30] Ida, T. (2010) "Coevolution of Product Quality and Consumer Preferences," *Journal of Bioeconomics* vol.12.2: 101-117.
[31] Ida, T. (2010) "Anomaly, Impulsivity, and Addiction," *Journal of Socio-Economics* vol.39.2: 194-203.
[32] Ida, T. and R. Goto (2009) "Interdependency among Addictive Behaviors and Time/Risk Preferences: Discrete Choice Model Analysis of Smoking, Drinking, and Gambling," *Journal of Economic Psychology* vol.30.4: 608-621.
[33] Goto, R., Y. Takahashi, S. Nishimura, and T. Ida (2009) "A Cohort Study to Examine Whether Time and Risk Preference Is Related to the Smoking Cessation Success," *Addiction* vol.104.6: 1018-1024.
[34] Ida, T. and R. Goto (2009) "Simultaneous Measurement of Time and Risk Preferences: Stated Preference Discrete Choice Modeling Analysis Depending on Smoking Behavior," *International Economic Review* vol.50.4: 1169-1182.
[35] Ida, T. and T. Kuroda (2009) "Discrete Choice Model Analysis of Demand for Mobile Telephone Service in Japan," *Empirical Economics* vol.36.1: 65-80.
[36] Ida, T. and K. Sakahira (2008) "Broadband Migration and Lock-in Effects: Mixed Logit Model Analysis of Japan's High-speed Internet Access Service," *Telecommunications Policy* vol. 32.9: 615-625.
[37] Ida, T. and Y. Horiguchi (2008) "Consumer Benefits of Public Services over FTTH in Japan: Comparative Analysis of Provincial and Urban Areas by Using Discrete Choice Experiment," *Information Society* vol.24.1: 1-17.
[38] Ida, T. and M. Anbashi (2008) "Analysis of Vertical Separation of Regulator under Adverse

Selection," *Journal of Economics* vol.93.1: 1-29.

[39] Ida, T., S. Kinoshita, and M. Sato (2008) "Conjoint Analysis of Demand for IP Telephony: The Case of Japan," *Applied Economics* vol.40.10: 1279 - 1287.

[40] Goto, R., S. Nishimura, and T. Ida (2007) "Discrete Choice Experiment of Smoking Cessation Behaviour in Japan," *Tobacco Control* vol.16.5: 336-343.

[41] Ida, T., E. Itoh, and S. Kinoshita (2007) "Post-regulatory Reform Productivity Gains in Japan's Electricity Industry," *Applied Economics Letters* vol.14.13: 975 - 979.

[42] Ida, T. and T. Kuroda (2006) "Discrete Choice Analysis of Demand for Broadband in Japan," *Journal of Regulatory Economics* vol.29.1: 5-22.

[43] Ida, T. (2005) "Analysis of Internet Topology with a Three-Components Model," *Managerial and Decision Economics* vol.26.8: 527-534.

[44] Ida, T. and S. Asai (2005) "The Regional Cost Gap of the Japanese Local Telecommunications Services," *Papers in Regional Science* vol.84.2: 183-199.

[45] Ida, T. (2004) "Bottleneck Monopolies and Network Externalities in Network Industries," *Evolutionary and Institutional Economics Review* vol.1.1: 85-105.

[46] Ida, T. and T. Kuwahara (2004) "Regulatory Reform of Japan's Electric Power Industry: Economies of Scale-and-Scope and Yardstick Competition," *Asian Economic Journal* vol.18.4: 423-438.

[47] Ida, T. and M. Suda (2004) "The Cost Structure of the Japanese Railway Industry: The Economies of Scale and Scope and the Regional Gap of the Japan Railway after the Privatization," *International Journal of Transport Economics* vol.31.1: 23-37.

Papers under Review (written in English):

[1] Tanaka, K., Y. Kurakawa, T. Ishihara, K. Akao, and T. Ida (2021) "Moral utility or Moral Tax? Experimental Study of Electricity Conservation by Social Comparison," Submitted.

[2] Sato, M., S. Kinoshita, T Ida (2023) “Subjective Risk Valuation and Behavioral Change: Evidence from COVID-19 in the U.K. and Japan,” Submitted.

[3] Ishihara, T., T. Tomizuka, R. Goto, T. Ida (2024) “Nudging Physical Activity: A Randomized Controlled Field Experiment,” Submitted.

[4] Ida, T. and R. Okui (2025) “Can information alleviate overconfidence? A randomized experiment on financial market predictions,” Submitted.

[5] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2026) “Dynamic Targeting: Experimental Evidence from Energy Rebate Programs,” Submitted.

Book Chapter Articles (written in English):

[1] Ida, T. and Y. Ushifusa (2024) “Behavioral Economics and Its Applications for Energy Consumption,” *Present and Future of Evolutionary Economics: Japanese Perspectives*, Springer: 169-183.

[2] Ida, T., Y. Ushifusa, K. Tanaka, K. Murakami, and T. Ishihara (2020) “Behavioral Study of Demand Response: Web-Based Survey, Field Experiment, and Laboratory Experiment,” *Economically Enabled Energy Management*, Springer: 117-151.

[3] Ida, T. and R. Goto (2016) “Simultaneous Measurement of Time and Risk Preferences: Stated Preference Discrete Choice Modeling Analysis Depending on Smoking Behavior,” S. Ikeda, H. Kato, F. Ohtake, and Y. Tsutui (eds.) *Behavioral Economics of Preferences, Choices, and Happiness*, Springer: 27-48 (Reprint of Ida, T. and R. Goto (2009) "Simultaneous Measurement of Time and Risk Preferences: Stated Preference Discrete Choice Modeling Analysis Depending on Smoking Behavior," *International Economic Review* vol.50.4: 1169-1182).

[4] Ida, T. and R. Goto (2016) “Interdependency Among Addictive Behaviours and Time/Risk Preferences: Discrete Choice Model Analysis of Smoking, Drinking, and Gambling,” S. Ikeda, H. Kato, F. Ohtake, and Y. Tsutui (eds.) *Behavioral Economics of Preferences, Choices, and Happiness*, Springer: 153-178 (Reprint of Ida, T. and R. Goto (2009) "Interdependency among Addictive Behaviors and Time/Risk Preferences: Discrete Choice Model Analysis of Smoking, Drinking, and Gambling," *Journal of Economic Psychology* vol.30.4: 608-621).

[5] Ida, T. (2006) "Broadband, Information Society, and National System in Japan," M. Fransman (ed.), *Global Broadband Battles*, Stanford University Press: 65-86.

[6] Ida, T. (2006) "The Broadband Market in Japan," R. Taplin and M. Wakui (eds.), *Japanese Telecommunications Market and Policy in Transition*, Routledge: 37-64.

[7] Ida, T. and M. Ueda (2004) "The Interconnection and Pricing of the Internet," M. Kagami, M. Tsuji, and E. Giovannetti (eds.), *Information Technology Policy and the Digital Divide*, Edwards Elgar: 282-302 (Reprint of Ida, T. and M. Ueda (2002) "The Interconnection and Pricing of the Internet," M. Kagami and M. Tsuji (eds.), *Digital Divide or Digital Jump: Beyond IT Revolution*, IDE-JETRO: 168-190).

Other Selected Academic Articles (written in English):

[1] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2023) "Choosing Who Chooses: Selection-Driven Targeting in Energy Rebate Programs," presented at the Annual National Bureau of Economic Research Summer Institute, Public Economics, Cambridge, Massachusetts, USA, July 25, 2023.

[2] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2022) "Choosing Who Chooses: Selection-Driven Targeting in Energy Rebate Programs," 2022 Asian Meeting of the Econometric Society in East and South-East Asia, Tokyo, Japan, 10th August 2022.

[3] Ida, T., K. Kawaguchi, T. Kuroda, and S. Sato (2022) “Multi-Product Quality Competition and Bundling: The Case of Telecommunication Industry,” ITS 31st European Conference 2022, Gothenburg, Sweden, 20th – 21st June 2022.

[4] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2022) “Paternalism, Autonomy, or Both? Experimental Evidence from Energy Saving Programs,” International Association of Applied Econometrics 2022, London, UK, June 21-24, 2022.

[5] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2022) “Paternalism, Autonomy, or Both? Experimental Evidence from Energy Saving Programs,” North American

Summer Meetings of the Econometric Society, Miami, Florida, USA, June 16-19, 2022.

[6] Ida, T., Ishihara, T., Ito, K., Kido, D., Kitagawa, T., Sakaguchi, S., & Sasaki, S. (2022) "Paternalism, Autonomy, or Both? Experimental Evidence from Energy Saving Programs," 2022 Virtual Asia Pacific ESA Meeting March 16, 2022.

[7] Ida, T., Ishihara, T., Ito, K., Kido, D., Kitagawa, T., Sakaguchi, S., & Sasaki, S. (2021) "Paternalism, Autonomy, or Both? Experimental Evidence from Energy Saving Programs," Berkeley Energy Camp October 5, 2021.

[8] Murakami, K., H. Shimada, Y. Ushifusa, and T. Ida (2021) "Heterogeneous Treatment Effects of Nudge and Rebate: Causal Machine Learning in a Field Experiment on Electricity Conservation," The 26th Annual Conference of the European Association of Environmental and Resource Economists June 23, 2021.

[9] Ida, T. (2019) "Smart Grid Economics: The Evidence-based Policy Created through Field Experiments, Behavioral Economics, and Big Data," International Choice Modelling Conference, Kobe, Japan, August 20, 2019.

[10] Ito, K., T. Ida, and M. Tanaka (2017) "Information Frictions, Inertia, and Selection on Elasticity: A Field Experiment on Electricity Tariff Choice," presented at the NBER Japan Project Meeting, Tokyo, Japan, July 31, 2017.

[11] Ito, K., T. Ida, and M. Tanaka (2017) "Information Frictions, Inertia, and Selection on Elasticity: A Field Experiment on Electricity Tariff Choice," presented at the Honoring Dan McFadden's 80th birthday Conference, Los Angeles, California, USA, July 28, 2017.

[12] Ida, T., N. Motegi, and Y. Ushifusa (2017) "Behavioral Study of Personalized Automated Demand Response in Workplaces," presented at the 23rd Annual Conference of the European Association of Environmental and Resource Economists, Athens, Greece, June 28 – July 1, 2017.

[13] Kuroda, T., T. Koguchi, and T. Ida (2017) "Identifying the Effect of Mobile Operating Systems on the Mobile Services Market," presented at the 14th International Telecommunications Society (ITS) Asia-Pacific Conference, Kyoto, Japan, June 24-27.

[14] Ida, T., N. Motegi, and Y. Ushifusa (2017) "Behavioral Study of Personalized Automated Demand Response in Workplaces," presented at the JST-NSF-RCN Workshop on Distributed Energy Management Systems, Tokyo, Japan, June12, 2017.

[15] Ito, K., T. Ida, and M. Tanaka (2017) "Information Frictions, Inertia, and Selection on Elasticity: A Field Experiment on Electricity Tariff Choice," presented at the Midwest Economics Associations, Cincinnati, Ohio, USA, March 30, 2017.

[16] Ito, K., T. Ida, and M. Tanaka (2017) "Information Frictions, Inertia, and Selection on Elasticity: A Field Experiment on Electricity Tariff Choice," presented at *the Allied Social Science Associations / American Economic Association, Chicago, Illinois, USA, January 7, 2017*.

[17] Ito, K., T. Ida, and M. Tanaka (2016) "Information Frictions, Inertia, and Selection on Elasticity: A Field Experiment on Electricity Tariff Choice," presented at *Advances with Field Experiments 2016, Chicago, Illinois, USA, September 15, 2016*.

[18] Ito, K., T. Ida, and M. Tanaka (2016) "Information Frictions, Inertia, and Selection on Elasticity: A Field Experiment on Electricity Tariff Choice," presented at *the 39th Annual National Bureau of Economic Research Summer Institute, Environmental & Energy Economics, Cambridge,*

Massachusetts, USA, July 26, 2016.

[19] Kuroda, T, Koguchi, T., and T Ida (2015) "An empirical analysis of consumers' concerns about privacy through using the internet," presented at the 2015 Regional Conference of the International Telecommunications Society (ITS), Los Angeles, California, USA, October 25-28, 2015.

[20] Koguchi, T., T Kuroda, and T Ida (2015)"The impact of asymmetric regulation on product bundling: The case of fixed broadband and mobile communications in Japan," presented at the 2015 Regional Conference of the International Telecommunications Society (ITS), Los Angeles, California, USA, October 25-28, 2015.

[21] Ida, T. (2015) "The Demand Response in the 4 Japanese Smart Communities and their Results," presented at *Experimenting Smart Communities in Europe and Japan: From Eco-District to Smart Cities: Which Role for Mobility? Lyon, France, September 16-17, 2015*.

[22] Ida, T. and W. Wang (2015) "A Field Experiment on Dynamic Electricity Pricing in Los Alamos: Opt-in Versus Opt-out," presented at *Association of Environmental and Resource Economists (AERE) 4th Annual Summer Conference, San Diego, California, USA, June 3-5, 2015*.

[23] Ito, K., T. Ida, and M. Tanaka (2015) "Using Dynamic Electricity Pricing to Address Energy Crises: Evidence from Randomized Field Experiments," presented at *the Allied Social Science Associations / American Economic Association, Boston, Massachusetts, USA, January 5, 2015*.

[24] Ida, T. and W. Wang (2014) "Field Experiment on Dynamic Electricity Pricing in Los Alamos," presented at *the 6th International Conference on Integration of Renewable and Distributed Energy Resources (IRED), Kyoto, Japan, November 21, 2014*.

[25] Ida, T., K. Ito, and M. Tanaka (2014) "Conservation Request, Dynamic Pricing and Energy Saving Behavior: Social experiment of Kyoto," presented at *the 1st Behavior, Energy & Climate Change Conference BECC JAPAN 2014, Tokyo, Japan, September 16, 2014*.

[26] Ida, T. and W. Wang (2014) "Field Experiment on Dynamic Electricity Pricing in Los Alamos," presented at *the Smart Community Japan 2014, Tokyo, Japan, June 19, 2014*.

[27] Ida, T. (2013) "Demand Response Field Experiments in Economics," presented at *the U.S.-Japan Collaborative Smart Grid Project Collective Research Workshop 2013, Santa Ana Pueblo, New Mexico, USA, December 4, 2013*.

[28] Ito, K., T. Ida, and M. Tanaka (2013) "Using Dynamic Electricity Pricing to Address Energy Crises: Evidence from Randomized Field Experiments," presented at *the 36th Annual National Bureau of Economic Research Summer Institute, Environmental & Energy Economics, Cambridge, Massachusetts, USA, July 22, 2013*.

[29] Ida, T., K. Ito, and M. Tanaka (2013) "How Do Consumers Respond to Dynamic Pricing? Experimental Evidence of Variable Critical Peak Electricity Pricing in Japan," presented at *the 18th Annual POWER Conference on Energy Research and Policy, Berkeley, California, USA, March 22, 2013*.

[30] Ida, T., K. Murakami, and M. Tanaka (2012) "Keys to Smart Home Diffusion: A Stated Preference Analysis of Smart Meters, Photovoltaic Generation, and Electric/Hybrid Vehicles,"

presented at *the 19th Annual Conference of the European Association of Environmental and Resource Economists, Prague, Czech Republic, June 30, 2012*.

[31] Ida, T., M. Tanaka, and K. Murakami (2011) "Forecasting the Diffusion of Smart Meters, Photovoltaic Generation, and Electric Vehicles in Japan: A Stated Preference Approach," *Proceedings at the 33rd Annual APPAM Research Conference*, *Washington D.C., USA, November 3, 2011.*

[32] Ida, T. and T. Kuroda (2011) "Optimum Pricing Strategy for Fixed-line Internet and Mobile Phone Services: A Two-sided Market Approach," *Empirical Economics Letters* vol.10.8.

[33] Ida, T. and T. Kuroda (2010) "Considering Fixed-Mobile Convergence Service as a Two-Sided Market" *Proceedings at the 18th Biennial Conference of the International Telecommunications, Tokyo, Japan, June 27-30, 2010.*

[34] Ida, T. and K. Sakahira (2010) "Estimating Interdependencies between Japan's Broadband and Mobile Phone Subscriptions," *Empirical Economics Letters* vol.9.11: 1009-1016.

[35] Ida, T. and M. Sato (2007) "Conjoint Analysis of Consumer Preferences for Broadband Services in Japan," *Kyoto Economic Review* vol.75.2: 115-126.

[36] Ida, T. and T. Kuroda (2005) "Demands for Broadband Access to Internet: A Lesson from Japan," *Proceedings at European Communications Policy Research* (EURO CPR) 2005.

[37] Ida, T. (2002) "Price Discrimination and Universal Service," *Kyoto University Economic Review* vol.150/151: 43-64.

[38] Ida, T. (2000)"Dynamic Model of Health Investment: Theoretical and Empirical Analysis of the Influence of Risks over Time and Age on Medical Expenditure," *Probabilistic Safety Assessment and Management* vol. 5.3: 2069-2075.

Discussion Papers (written in English):

[1] Iwamoto, R., T. Ishihara, and T. Ida (2025) "Comparing Risk Preferences and Loss Aversion in Humans and AI: A Persona-Based Approach with Fine-Tuning," Kyoto University Graduate School Discussion Paper Series No. E-25-006.

[2] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2024) "Dynamic Targeting: Experimental Evidence from Energy Rebate Programs," NBER Working Paper Series 32561.

[3] Sato, M., S. Kinoshita, T Ida (2023) "Subjective Risk Valuation and Behavioral Change: Evidence from COVID-19 in the U.K. and Japan," Kyoto University Graduate School Discussion Paper Series No. E-22-011.

[4] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2022) "Choosing Who Chooses: Selection-Driven Targeting in Energy Rebate Programs," NBER Working Paper Series 30469.

[5] Shin Kinoshita, Masayuki Sato, Takanori Ida (2022) "Bayesian Probability Revision and Infection Prevention Behavior in Japan: A Quantitative Analysis of the First Wave of COVID-19," Kyoto University, Graduate School of Economics Discussion Paper Series No. E-22-004.

[6] Ida, T., T. Ishihara, K. Ito, D. Kido, T. Kitagawa, S. Sakaguchi, and S. Sasaki (2021) “Paternalism, Autonomy, or Both? Experimental Evidence from Energy Saving Programs,” arXiv:2112.09850.

[7] Nakamura, N. and T. Ida (2021) “Delineating zero-price markets with network effects: An analysis of free messenger services,” Kyoto University, Graduate School of Economics Discussion Paper Series No. E-21-002.

[8] Ito, K., T. Ida, and M. Tanaka (2021) “Selection on Welfare Gains: Experimental Evidence from Electricity Plan Choice,” NBER Working Paper Series 28413.

[9] Murakami, K., H. Shimada, Y. Ushifusa, and T. Ida (2020) “Heterogeneous Treatment Effects of Nudge and Rebate: Causal Machine Learning in a Field Experiment on Electricity Conservation “Graduate School of Economics, Kyoto University, Discussion Paper E-20-03.

[10] Tanaka, K., Y. Kurakawa, T. Ishihara, K. Akao, and T. Ida (2019) "Moral utility or Moral Tax? Experimental Study of Electricity Conservation by Social Comparison," Graduate School of Economics, Kyoto University, Discussion Paper E-19-11.

[11] Ishihara, T, T. Tomizuka, R. Goto, T. Ida (2019) “Nudging Physical Activity: A Randomized Controlled Field Experiment,” Graduate School of Economics, Kyoto University, Discussion Paper E-19-09.

[12] Ishihara, T. and T. Ida (2019) “The Effect of Information Provision on Stated and Revealed Preferences: A Field Experiment on the Choice of Power Tariffs Before and After Japanese Retail Electricity Liberalization,” Graduate School of Economics, Kyoto University, Discussion Paper E-19-06.

[13] Ida, T. and R. Okui (2019) “Can information alleviate overconfidence? A randomized experiment on financial market predictions,” Graduate School of Economics, Kyoto University, Discussion Paper E-19-05.

[14] Murakami, K. and T. Ida (2019) “Deregulation and status quo bias: Evidence from stated and revealed switching behaviors in the electricity market in Japan,” Graduate School of Economics, Kyoto University, Discussion Paper E-19-01.

[15] Kawamura, T., T. Ida, and K. Ogawa (2018) “Simultaneous Effect of Monetary and Non-Monetary Interventions on Crowd-Funding Field Experimental Evidence: R&D in New Sources of Energy,” Graduate School of Economics, Kyoto University, Discussion Paper E-18-05.

[16] Kuroda, T., T. Koguchi, and Ida, T. (2017) “Identifying the Effect of Mobile Operating Systems on the Mobile Services Market,” Graduate School of Economics, Kyoto University, Discussion Paper E-17-04.

[17] Ida, T., N. Motegi, and Y. Ushifusa (2016) “Behavioral Study of Personalized Automated Demand Response in Workplaces,” Graduate School of Economics, Kyoto University, Discussion Paper E-16-010.

[18] Ida, T., K. Murakami, and M. Tanaka (2015) “Electricity Demand Response in Japan: Experimental Evidence from a Residential Photovoltaic Generation System,” Project Center, Graduate School of Economics, Kyoto University, Working Paper E15-006.
[19] Ito, K., T. Ida, and M. Tanaka (2015) “The Persistence of Moral Suasion and Economic Incentives: Field Experimental Evidence from Energy Demand,” NBER Working Paper Series 20910.
[20] Ida, T. and W. Wang (2014) “A Field Experiment on Dynamic Electricity Pricing in Los Alamos,” Project Center, Graduate School of Economics, Kyoto University, Working Paper E14-010.
[21] Fukuzawa, N. and T. Ida (2014) “Science linkages focused on star scientists in the life and medical sciences: The case of Japan” Project Center, Graduate School of Economics, Kyoto University, Working Paper E14-006.
[22] Murakami, K., T. Ida, M. Tanaka, and L. Friedman (2014) “Consumers’ willingness to pay for renewable and nuclear energy: A comparative analysis between the US and Japan,” GSPP Working Paper, University of California, GSPP14 August.
[23] Ida, T., K. Takemura, and M, Sato (2014) “Inner Conflict between Nuclear Power Generation and Electricity Rates: A Japanese Case Study,” Project Center, Graduate School of Economics, Kyoto University, Working Paper E14-003.
[24] Tanaka, M., T. Ida, K. Murakami, and L. Friedman (2013) “Consumers' Willingness to Pay for Alternative Fuel Vehicles: Comparative Analysis Between US and Japan,” GSPP Working Paper, University of California, GSPP13-001.
[25] Ida, T. and N. Fukuzawa (2012) "Effects of Large-Scale Research Funding Programs: A Working Paper 11-12.
[26] Ida, T., K. Murakami, and M. Tanaka (2012) "Keys to Smart Home Diffusion: A Stated Preference Analysis of Smart Meters, Photovoltaic Generation, and Electric/Hybrid Vehicles," Project Center, Graduate School of Economics, Kyoto University, Working Paper 11-11.
[27] Ida, T. (2012) "Impatience and Immediacy: A Quasi-Hyperbolic Discounting Approach to Smoking Behavior," Project Center, Graduate School of Economics, Kyoto University, Working Paper 11-10.
[28] Ida, T. and K. Ogawa (2010) "Measuring the Inequality Aversion Rate, the Social Discount Rate, and the Time Discount Rate Using a Hypothetical Dictator Game," Project Center, Graduate School of Economics, Kyoto University, Working Paper 10-13.
[29] Pilar Baquero Forero, M.d., T. Kuroda, and T. Ida (2010) "Cultural Determinants of Countries Management Efficiency: A Random Coefficients Stochastic Frontier Approach," Project Center, Graduate School of Economics, Kyoto University, Working Paper 10-12.
[30] Goto, R., Y. Takahashi, and T. Ida (2010) "Attitudes towards Tobacco Control Policy and Changes in Cessation Attempts in Japan," Graduate School of Economics, Kyoto University, Working Paper No. 116.
[31] Ida, T. and T. Kuroda (2009) "Considering Fixed-Mobile Convergence Service as a Two-Sided Market," Graduate School of Economics, Kyoto University, Working Paper No. 109.
[32] Ida, T. (2009) "Can Economic-Psychological Parameters Account for Smoking Status? Time Preference, Risk Aversion, and Anomaly," Graduate School of Economics, Kyoto University,

Working Paper No. 107.
[33] Watanabe, N., R. Nakajima, and T. Ida (2009) "Quality-Adjusted Prices of Mobile Phone Handsets and Careers' Product Strategies: The Japanese Case," Department of Social Systems and Management, Tsukuba University, Discussion Paper Series No. 1224.
[34] Ida, T. (2008) "Anomaly, Impulsivity, and Addiction," Graduate School of Economics, Kyoto University, Working Paper No. 100.
[35] Goto, R., Y. Takahashi, S. Nishimura, and T. Ida (2008) "Time and risk preference parameters and the success of smoking cessation," Graduate School of Economics, Kyoto University, Working Paper No. 98.
[36] Ida, T. (2008) "Consumer preferences for service portability in Japan's mobile phone market," Graduate School of Economics, Kyoto University, Working Paper No. 97.
[37] Ida, T., R. Goto, Y. Takahashi, and S. Nishimura (2008) "Can economic-psychological parameters predict successful smoking cessation?" Graduate School of Economics, Kyoto University, Working Paper No. 96.
[38] Ida, T. (2008) "Horizontal Merger Entailing Efficiency Gain: Merger Remedy, Asymmetric Information, and Incomplete Enforcement," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.152.
[39] Ida, T. and R. Goto (2007) "Interdependency among Addictive Behaviors and Time/Risk Preferences: Discrete Choice Model Analysis of Smoking, Drinking, and Gambling," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.138.
[40] Ida, T. and K. Sakahira (2007) "Fixed-mobile Convergence and Lock-in Effects: Mixed Logit Model Analysis of Japan's Broadband and Mobile Phone," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.136.
[41] T. Ida and K. Sakahira (2007) "Broadband Migration and Lock-in Effects: Mixed Logit Model Analysis of Japan's High-speed Internet Access Service," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.120.
[42] Goto, R., S. Nishimura, and T. Ida (2006) "Discrete Choice Experiment of Smoking Cessation Behaviour in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.115.
[43] Ida, T. and R. Goto (2006) "Simultaneous Measurement of Time and Risk Preferences: Stated Preference Discrete Choice Modeling Analysis Depending on Smoking Behavior," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.113.
[44] Ida, T. and Y. Horiguchi (2006) "Consumer Benefits of Public Services over FTTH in Japan: Comparative Analysis of Provincial and Urban Areas by Using Discrete Choice Experiment," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.112.
[45] Ida, T., S. Kinoshita, M. Sato (2005) "Conjoint Analysis of Demand for IP Telephony: A Case in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.91.
[46] Ida, T. and T. Kuroda (2005) "Discrete Choice Model Analysis of for Mobile Telephone Demand in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No.90.
[47] Ida, T., E. Itoh and S. Kinoshita (2004) "Post-regulatory Reform Productivity Gains in Japan's Electricity Industry," Graduate School of Economics, Kyoto University, COE21 Discussion

Paper No. 51.

[48] Ida, T. and M. Anbashi (2004) "Analysis of Vertical Separation of Regulator under Adverse Selection," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 50.

[49] Ida, T. (2004) "The Broadband Market in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 49.

[50] Ida, T. and T. Kuroda (2004)"Discrete Choice Analysis of Demand for Broadband in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 37.

[51] Ida, T. and M. Sato (2004) "Conjoint Analysis of Consumer Preferences for Broadband Services in Japan," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 32.

[52] Ida, T. (2004) "Bottleneck Monopolies and Network Externalities in Network Industries: Introduction to Network Economics," Graduate School of Economics, Kyoto University, COE21 Discussion Paper No. 15.

[53] Ida, T. (2003) "Analysis of Internet Topology with Three-Components Model," Graduate School of Economics, Kyoto University, Working Paper No. 67.

[54] Ida, T. (2003) "On the Coevolution of the Product Quality and the Consumer Preference," Graduate School of Economics, Kyoto University, Working Paper No. 66.

[55] Ida, T. (2002) "Theoretical and Empirical Analysis of the Influences of Risks over Time and with Age on Medical Expenditures: Evidence from the Japanese One-Person Households," Graduate School of Economics, Kyoto University, Working Paper No. 60.

[56] Ida, T. and M. Suda (2002) "The Cost Structure of the Japanese Railway Industry: The Economies of Scale and Scope and the Regional Gap of the Japan Railway after the Privatization," Graduate School of Economics, Kyoto University, Working Paper No. 59.

[57] Ida, T. and S. Asai (2002) "On the Regional Gap of the Japanese Local Telecommunications," Graduate School of Economics, Kyoto University, Working Paper No. 58.

[58] Ida, T. (2002) "Regulatory Reform of Japan's Electric Power Industry: Economies of Scale-and Scope and Yardstick Competition," Graduate School of Economics, Kyoto University, Working Paper No. 57, with T. Kuwahara.

[59] Ida, T. (1997) "Evolutionary Stability of System Compatibility," Kyoto University, Institute of Economic Research, Center for the Study of Complex Economic Systems, Discussion Paper No. A-1

Other Publications (written in Japanese)

- 12 books

  [1] Ida, T. (1997) Economics of Uncertainty and Decision Making, Nihon Hyoron Sya: Tokyo.

  [2] Ida, T. (2001) Network Economics, Nihon Hyoron Sya: Tokyo.

  [3] Ida, T. (2007) Broadband Economics, Nihon Keizai Shinbunsya: Tokyo.

  [4] Ida, T., R. Goto, and S. Nishimura (2009) Behavioral Health Economics, Nihon Hyoron Sya: Tokyo.

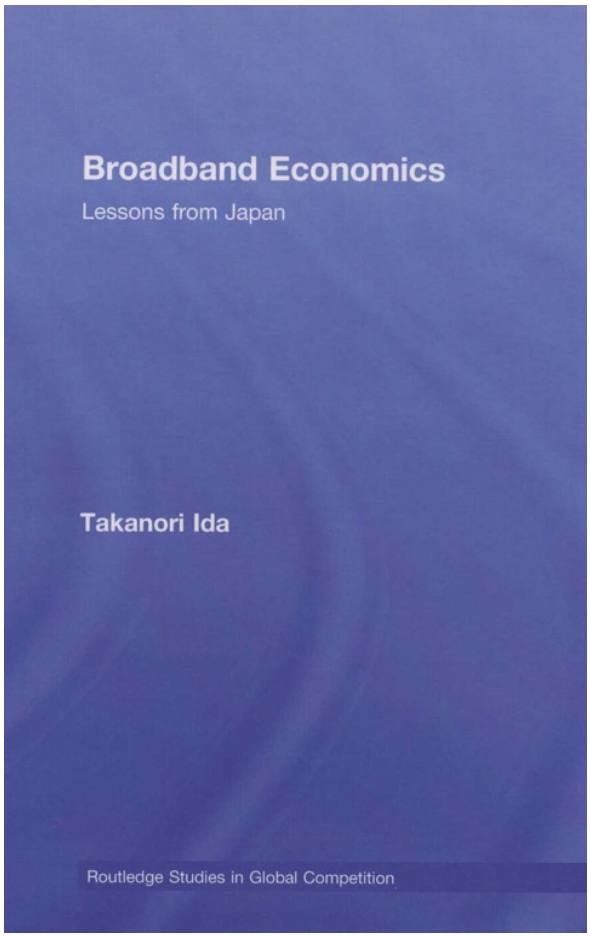
  [5] Ida, T. (2010) Challenging Behavioral Economics, Chuo Koron Sya: Tokyo.

  [6] Ida, T. (2011) Economics of Next Generation Internet, Iwanami Shinsyo: Tokyo.

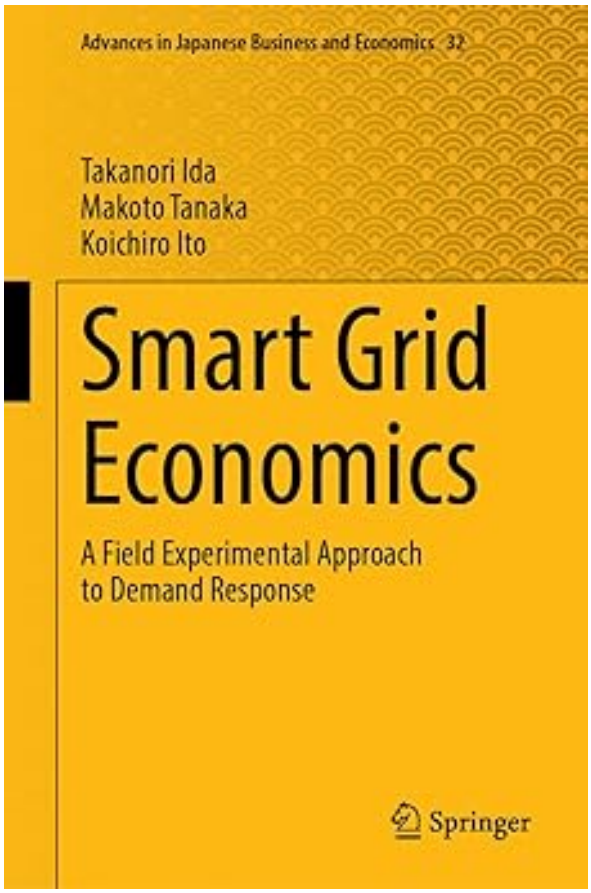
  [7] Ida, T. (2013) Modern Economics, Housou Daigaku Kyoiku Shinkokai: Tokyo.

[8] Ida, T. (2016) Economics of Mind, Tikuma Shinsyo: Tokyo.
[9] Ida, T., M. Tanaka, K. Ito (2017) Smart Grid Economics, Tikuma Shinsyo: Tokyo.
[10] Ida, T. (2019) Modern Economics (2nd), Housou Daigaku Kyoiku Shinkokai: Tokyo.
[11] Ida, T. (2023) Economics of Data Science, Iwanami Syuppann: Tokyo.
[12] Ida, T. (2026) Modern Economics through the Nobel Prize: The Lives and Theories of Great Economists, Chuo Koron Sya: Tokyo.

- 18 chapter papers
- 32 refereed articles
- 24 other academic articles
- 153 general articles, all as of April 2026.



Japan's high-speed Internet access services such as ADSL, CATV Internet and FTTH are considered the cheapest and fastest state-of-the-art services drawing international attention. In this book, the author introduces the current status of broadband services in Japan and their recent development in competition policy. An econometric model is proposed and discussed to analyse access demand. The purpose of the analysis is to understand quantitively the current status of the rapidly developing Japanese broadband services while providing an academic and practical basis for conceiving prospective competition policies.The book is composed of three parts. The first part introduces the diffusion of current Broadband services, the economics of network industries and related econometric model analysis. The second part elucidates in detail the development of fixed-line broadband services, IP phone services as well as mobile phone services. The third part consequently investigates the migration among broadband services, the fixed and mobile convergence and the digital divide problem.



This book aims to report on a cutting-edge research project of the smart grid in Japan, resting on the three pillars of field experiments, behavioral economics, and big data. The field experiments on the smart grid were conducted in four regions in Japan—Yokohama city, Toyota city, Keihanna Science City, and Kitakyushu city—over a three-year period from 2012 to 2014 after the Great East Japan Earthquake on March 11, 2011, and the subsequent accident at the Fukushima Nuclear Power Plants. Our focus here is on demand response in the smart grid environment, which we also discuss in the context of power system reforms. The book is intended for undergraduate and graduate students, researchers, policy makers, and business leaders.