

Program for Advancing Strategic International Networks to Accelerate the Circulation of Talented Researchers
Japan-ASEAN Collaboration Research Program on Innovative Humanosphere in Southeast Asia:
In search of Wisdom toward Compatibility Growth and Community in the World

Report

Period of inviting: December 8 2015 to January 29, 2016

Place of accepted: Graduate School of Economics
Kyoto University

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During a visit at Graduate School of Economics at Kyoto University from December 8, 2015 to January 29, 2016, Dr. Anin Aroonruengsawat who is specialized in Environmental economics field has discussed with Prof. Choy, Yee Keong and Prof. Emiko Inoue regarding the collaboration research projects.

Prof. Choy has done extensive research on Ecological and Sustainable Economies. Using surveys and in-depth interviews from local communities in various countries, his current project analyzes the key factors that lead to ecological and sustainable economies. Prof. Choy and Dr. Anin have discussed the potential collaboration on having the in-depth interviews from local communities in Thailand.

Prof. Inoue, in cooperation with a university in Germany, is now planning to conduct experimental research on firm's willingness to pay for Corporate Social Responsibility (CSR) in the next fiscal year. In this project, she conducts an experiment in computer lab. The participants in the experiment will be students from Japan and Germany. Prof. Inoue and Dr. Anin have discussed the potential experiment for Thai students.

On the 25th of January, Dr. Anin was presenting his own research topic titled "The role of behavioral economics in Environmental policy". In this presentation, he reviews the literatures on behavioral economics that has been applied to environmental policy. Classical environmental economics theory relies on the assumption that economic agents are rational and thus focuses on the policies to internalize negative externality through market /price mechanism. However, behavioral economics tries to understand the irrational behavior observed from economic agents and used that insight to design better environmental policies. Those insight are, for example, endowment effect, social norms, loss aversion, and tax salient. Taking tax salience as an example, to increase demand on hybrid car, sale tax rebate is more effective than income tax rebate of equal amounts. This is because sale tax rebate is more salient.

Apart from research collaboration, Dr. Anin, a director of the Graduate program in Economics, has discussed future exchanged students and researchers under the existing MOU with Graduate school of Economics, Kyoto University.

This visit has strengthened a collaboration between Kyoto and Thammasat Universities.