

久野 愛

東京大学情報学環 准教授  
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## 学歴

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- 2004年, 学士号 東京大学教養学部地域文化研究専攻卒業
- 2006年, 修士号 東京大学大学院総合文化研究科修了
- 2012年, 修士号 デラウェア大学歴史学科
- 2016年, Ph.D. デラウェア大学歴史学科

## 職歴

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- 2006–2008年 凸版印刷株式会社
- 2016–2017年 ハーバードビジネススクール  
ニューコメン・ポストドクトラルフェロー
- 2017–2021年 京都大学大学院経済学研究科  
講師
- 2021年(現職) 東京大学大学院情報学環  
准教授

## 出版

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### 【書籍】

[単著]

『視覚化する味覚—食を彩る資本主義』(岩波新書、2021年)

*Visualizing Taste: How Business Changed the Look of What You Eat* (ハーバード大学出版局, 2019)

- ・ Hagley Prize in Business History 受賞 (Business History Conference)
- ・ 清水博賞受賞 (アメリカ学会)

[分担執筆]

“‘Use Not Perfumery to Flavour Soup’: The Science of the Senses in Aesthetic Capitalism,” in *Capitalism and the Senses*, edited by Regina Lee Blaszczyk and David Suisman (Baltimore: Johns Hopkins University Press, 2023 forthcoming)

Ai Hisano and Greg de St. Maurice, “Between Global and Local: The Dynamics of the Food Industry,” in *Oxford Handbook of Industry Dynamics*, ed. Matthias Kipping, Takafumi Kurosawa, and D. Eleanor Westney (Oxford, UK: Oxford University Press, 2023 forthcoming)

「科学と文明」「ヴィクトリア的ジェンダー観の変容」「ジャズエイジ」「豊かな社会」「1980年代のポピュラー・カルチャー」梅崎透・坂下文子・宮田伊知郎編『よくわかるアメリカの歴史』(ミネルヴァ書房, 2021年)

「レトルト食品」国立民族博物館編『世界の食文化辞典』(丸善, 2021年)

「食文化」「エクササイズ・肥満と食教育」, 松本悠子編『アメリカ文化事典』(丸善, 2017): 272–473, 474–475

“Consistency of Food Products/Ingredients” and “Food Additives,” in *Food Issues: An Encyclopedia*, ed. Ken Albala (Thousand Oaks, CA: Sage, 2015): 280–282, 526–531

## 【論文】

[査読有]

Ai Hisano and Nathaniel Chapman, “The ‘Wine Revolution’ in the United States, 1960–1980: Narratives and Category Creation,” *Business History* (2021), <https://doi.org/10.1080/00076791.2020.1862794>

“Selling Food in Clear Packages: The Development of Cellophane and the Expansion of Self-service Merchandising in the United States, 1920s–1950s,” *International Journal of Food Design* 2, no. 2 (2017): 139–152

“The Rise of Synthetic Colors in the American Food Industry, 1870–1940,” *Business History Review* 90, no. 3 (Autumn 2016): 483–504

“Home Cooking: Betty Crocker and Womanhood in Early Twentieth-Century America,” *Japanese Journal of American Studies* (21) (2010): 211–230

「ベティ・クロッカーの表象とアメリカ社会の変遷」『アメリカ太平洋研究』第9巻（2009）：128–141

[査読無]

「味覚と視覚の境界—1960年代米国における食品規制と企業戦略」『立命館言語文化研究』第32巻第1号（2020）

黒澤隆文・久野愛「経営史研究の方法・課題・存在意義—英語文献における研究動向と論争（上・下）」『経営史学』第53巻第2号（2018）：27–49；第3号（2018）：29–45

“Cellophane, the New Visuality, and the Creation of Self-Service Food Retailing,” *Harvard Business School Working Paper* (May 2017)

“Reinventing the American Wine Industry: Marketing Strategies and the Construction of Wine Culture,” *Harvard Business School Working Paper* (May 2017)

“Standardized Color in the Food Industry: The Co-Creation of the Food Coloring Business in the United States, 1870–1940,” *Harvard Business School Working Paper* (October 2016)

“Negotiating Taste: Food Market Research in the Hagley Library,” *Digest: A Journal of Foodways and Culture* 2 (Summer 2013), [http://digest.champlain.edu/vol2/rn2\\_1.html](http://digest.champlain.edu/vol2/rn2_1.html)

## 【その他】

### 教材

Geoffrey Jones and Ai Hisano, “Olivia Lum: Wanting to Save the World,” Harvard Business School Teaching Plan 317-083 (December 2016; revised November 2017) [ケースメソッド教材]

Geoffrey Jones and Ai Hisano, “Christian Dior: A New Look for Haute Couture,” Harvard Business School Teaching Plan 317-072 (November 2016) [ケースメソッド教材]

### 書評

安部悦生『経営史学の方法—ポスト・チャンドラー・モデルを求めて』（ミネルヴァ書房、2019年）、『経営史学』第55号第3巻（2020年）：52–55

Michael A. Haedicke, *Organizing Organic: Conflict and Compromise in an Emerging Market* (Stanford: Stanford University Press, 2016) in *Business History Review* 91, no. 2 (Summer 2017): 431–433

Ruth Oldenziel and Karin Zachmann, eds., *Cold War Kitchen: Americanization, Technology, and European Users* (Cambridge, MA: MIT Press, 2009) in *Journal of Cold War Studies* 15, no. 1 (Winter 2013): 166–168

Carolyn M. Goldstein, *Creating Consumers: Home Economists in Twentieth-Century America* (Chapel Hill: University of North Carolina Press, 2012) in *Business History Review* 87, no. 2 (Summer 2013): 381–384

## 翻訳

「Domestic Workers」「Dr. Phil」「Sports Utility Vehicle」, 矢口祐人・吉原真里編『現代アメリカのキーワード』(中公新書, 2008): 61–65, 69–71, 313–317

## コラム

「Lost in Translation —五感の歴史と旅の記憶」『法と経営研究』第3号(2020): 91–92

## 学会発表

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“Forging Aesthetic Capitalism: Sensory Alienation and the Emergence of Consumer Culture in the Mid-Twentieth-Century United States,” Lightning Rounds, Organization of American Historians, Los Angeles, March 30–April 2, 2023 (accepted)

“Modern Smile: Affective Labor and Japanese Department Store Restaurants, 1900s–1930s,” European Business History Association, Madrid, June 22–24, 2022

“The Judgement of Modern Aesthetics: Creating the Science of the Senses in the Mid-Twentieth-Century United States,” American Historical Association, January 6–9, 2022 (accepted; canceled due to Covid-19)

“Reshaping an Industry: Industrialization, Globalization, and the Transformation of Food from the Late Nineteenth to the Early Twentieth Century,” World Congress of Business History, Online, September 9–11, 2021

“Use Not Perfumery to Flavor Soup?: Aesthetic Judgement in the Science of the Senses,” Hagley Conference, *Capitalism and the Senses*, Online, November 5–6, 2020

“Reshaping an Industry: Industrialization, Globalization, and the Transformation of Food from the Late Nineteenth to the Early Twentieth Century,” World Congress of Business History, Nagoya, Japan, September 10–12, 2020 [採択；コロナウィルスのため開催延期]

“A Category as Cultural Production: The Transformation of Taste and Labor Struggle in the U.S. Wine Industry,” American Sociological Association, San Francisco, CA, USA, August 8–11, 2020 [採択；コロナウィルスのため開催中止]

“Between Global and Local: The Dynamics of the Food Industry,” Business History Conference, Charlotte, NC, USA, March 12–14, 2020 [採択；コロナウィルスのため欠席]

“Creating a Visual Fantasy: Sensory Appeal and the Presentation of Naturalness in Food Photography in the Interwar United States,” Hagley Conference, *Commercial Pictures and the Arts and Technics of Visual Persuasion*, Hagley Museum and Library, Wilmington, DE, USA, November 8, 2019

“Capitalism of the Senses: Business, Color, and the Standardization of Food in the United States, 1870s–1930s,” European Business History Association, Rotterdam, Netherlands, August 29–31, 2019

“Capitalism of the Senses: Food, Color, and the Creation of Modern Visual Culture,” Business History Conference, Cartagena, Columbia, March 14–16, 2019

“Sensory Capitalism: The Creation of New Visuality and the Food Business,” 経営史学会, 京都大学, 2018年9月29–30日

- “Reimagining the Natural in the American Food Industry,” Society for Social Studies of Science, Sidney, Australia, August 29–September 1, 2018
- “Natural Colors and the Palette of Domesticity in the Nineteenth-Century United States,” World Economic History Congress, Boston, USA, July 29–August 3, 2018
- “The Co-Creation of Standardized Colors in the American Food Industry, 1870s–1930s,” 40th History of Technology Conference, *Colors in Technology—Technology of Colors*, Eisenbibliothek, Schlatt, Switzerland, November 17–18, 2017
- “Imagining the Color of Nature: The Florida Citrus Industry and Color Management Practice, 1930s–1950s,” Society for the History of Technology, Philadelphia, USA, October 26–29, 2017
- “Visualization of Taste: Mass Marketing, Regulation, and the Co-Creation of Color in the American Food Industry at the Turn of the Twentieth Century,” アメリカ学会, 早稲田大学, 2017年6月3–4日
- “‘The Eye Says Buy’: Color and the Creation of the American Food Market, 1920s–1940s,” Business History Conference, Denver, USA, March 30–April 1, 2017
- “Vision and Taste: Standardized Color and the Creation of Naturalness in the American Food Industry,” *Stop Making Sense*, Chemical Heritage Foundation, Philadelphia, USA, March 10, 2017
- “More ‘Natural’ Than Nature: Food Regulation and the Creation of Food Coloring Businesses in the Progressive Era,” Organization of American Historians, Providence, RI, USA, April 7–10, 2016
- “Creating ‘Natural’ Yellow: The Development of the American Dairy Industry at the Turn of the Twentieth Century,” World Economic History Congress, Kyoto, Japan, August 3–7, 2015
- “The Color of New Tastes: State Power, Industry, and Hegemony of Vision in Modern Food Stores in the United States, 1870s–1930s,” Business History Conference, Miami, USA, June 24–27, 2015
- “Making Natural: Coloring Florida Oranges, 1930s–1950s,” Hagley Conference, *Green Capitalism? Exploring the Crossroads of Environmental and Business History*, Hagley Museum and Library, Wilmington, DE, USA, October 30–31, 2014
- “Visualizing the Taste: The Federal Policy and Corporate Enterprises of Food Color from the 1880s to the 1930s,” Roger Smith Conference on Food, *From Flint Knives to Cloned Meat: Our Ambiguous Love, Hate, and Fear of Food Technologies*, New York, USA, April 3–5, 2014
- “The Color of Taste: Selling Food in Clear Packages in the Early-Twentieth-Century United States,” CHORD Conference, *Retailing and the Senses: Historical Perspectives*, Marks and Spencer Company Archive, Leeds, UK, September 5, 2013
- “Geography of Taste,” Center for Diaspora and Transnational Studies Conference, *Foodways: Diasporic Diners, Transnational Tables and Culinary Connections*, University of Toronto, Toronto, Canada, October 4–6, 2012
- “Taste Contested: The Construction of American Wine Culture, 1967–1976,” Food Studies Conference, University of Nevada, Las Vegas, USA, December 9–10, 2011
- “The Romanticization of Home-Cooking: Betty Crocker and Ideal Womanhood in the Early Twentieth-Century United States,” *Food and Drink: their Social, Political, Cultural Histories*, University of Central Lancashire, Lancashire, UK, June 15–17, 2011
- “Betty Crocker and American Women in the Early Twentieth Century,” Japanese Association of Graduate Students in American Studies Programs, 早稲田大学, 2008年7月17日

#### 招待講演

- “Visualizing Taste,” Swiss-Japanese Society and the University of Zurich, Zurich, June 20, 2022

“The ‘Wine Revolution’ in the United States, 1960–1980: Narratives, Categories, and the Creation of Culture,” Spring 2022 MIST Speaker Series, Department of Management of Complex Systems, University of California, Merced, Online, February 25, 2022

講演, 「視覚と味覚—五感の情動論」第6回情動論研究会, 2021年11月20日

書評会, *Visualizing Taste: How Business Changed the Look of What You Eat*, 日本アメリカ学会, 2021年1月31日

書評会, *Visualizing Taste: How Business Changed the Look of What You Eat*, 一橋大学イノベーション研究センター, 2021年1月20日

「Business History の多様性：米国を事例に」経営史学会第56回全国大会, 統一論題, 同志社大学, 2020年12月5日

書評会, *Visualizing Taste: How Business Changed the Look of What You Eat*, 京都大学大学院経済学研究科, 史的分析セミナー, 2020年11月21日

“Not Business as Usual: New Horizons in Business History,” Business History Conference Luncheon (Roundtable), American Historical Association, New York, USA, January 5, 2020

講演, *Visualizing Taste: How Business Changed the Look of What You Eat*, Arkansas Tech University, Russellville, AR, USA, November 6, 2019

「味覚と視覚の境界—1960年代米国における政府規制と企業戦略に見る食と支配」立命館大学, 2019年度国際言語文化研究所連続講座『食と政治—胃袋から支配する』2019年10月25日

“Business and the Senses: The Rise of Mass Consumer Society and the Transformation of Visuality in the United States at the Turn of the Twentieth Century,” 経営史学会北海道ワークショップ, 北海道大学, 2019年9月17日

“Capitalism and the Senses: Recreating Consumer Experience,” *Seeking the Unconventional in Forging Histories of Capitalism*, Harvard Business School, Boston, USA, May 9–10, 2019

“Sensory Capitalism: Creating the ‘Natural’ Color of Foods,” 京都大学経営管理大学院, 2017年1月17日

“Creating ‘Natural Yellow’ for Butter and Oleomargarine,” National Museum of American History Colloquium, Washington, D.C., USA, April 7, 2015

“Processed Foods in the Early-Twentieth-Century United States,” Culinary Historians of Washington, D.C. (CHoW/DC), Washington, D.C., USA, January 11, 2015

“Research on Food Marketing: The Seagram and the Dichter Collections at Hagley,” Hagley Museum and Library, Wilmington, DE, USA, February 23, 2012

## 受賞歴

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清水博賞, アメリカ学会 (2020) [アメリカ史図書賞]

Hagley Prize in Business History, Business History Conference (2020) [経営史図書賞]

Doctoral Dissertation Award, Northeastern Association of Graduate Schools (2017) [博士論文賞]

Wilbur Owen Sypherd Prize, University of Delaware (2016) [人文系博士論文最優秀賞]

## 奨学金

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University of Delaware (Department of History) and Hagley Museum and Library, UD-Hagley

Fellowship (2011–2016)

日米教育委員会, フルブライト奨学金 (大学院留学プログラム) (2009–2011)

## 研究助成

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### 【科研費】

「産業ダイナミクスのグローバル経営史—「産業」の異質性・輪郭とその歴史的動態」(基盤研究 B) (2022 年度–2026 年度)

「五感を活用した製造・マーケティング戦略の発展—国際比較による経営史的研究」(若手研究, 18K12826) (2018 年度–2021 年度)

### 【その他】

Franklin Research Grant American Philosophical Association	2018
分野横断プラットフォーム構築事業 (研究助成) 京都大学学際融合教育研究推進センター・学術研究支援室	2018
若手研究者スタートアップ研究費 京都大学	2017
Othmer Library Travel Grant Chemical Heritage Foundation	2017
Bassett-Ferguson Fellowship (for a history of technology project) Department of History, University of Delaware	2015
Stephen Salsbury Fellowship Center for the History of Business, Technology, and Society	2013, 2015
Smithsonian Predoctoral Fellowship National Museum of American History, Smithsonian Institution	2014–2015
Lemelson Center Fellowship Lemelson Center of the Invention and Innovation, Smithsonian Institution	2014
Henry Belin du Pont Research Grants Hagley Museum and Library	2014
Support for Collection-Based Research Graduate and Professional Education, University of Delaware	2014
John Furr Fellowship for J. Walter Thompson Company Research Hartman Center, Duke University	2013
Professional Development Award Graduate and Professional Education, University of Delaware	2011, 2013
Summer Research Fellowship in Material Culture Studies Delaware Public Humanities Institute	2012
Organization of American Historians 年次大会参加助成 アメリカ学会	2010
Organization of American Historians 年次大会参加助成 アメリカ大使館	2009
研究助成	2008–2009

東京大学大学院総合文化研究科

American Studies Research-Travel Grants for MA Students at Japanese Universities 2005  
日米友好基金

## 学会活動

---

Business History Conference、プログラム委員 (2022)

日本アメリカ学会 清水博賞選考委員 (2022～)

2022Routledge International Studies in Business History, シリーズ共編者 (2021～)

日本アメリカ史学会『アメリカ史研究』編集員 (2021～)

The Business History Collective (Global), 編集委員 (2020～)

*Journal of International Food Design*, 編集委員 (2020～)

Business History Conference 理事 (2019～)

富士コンファレンス, 国際交流委員会委員 (2019～)

*Business History Review* 書評委員会委員 (2017～)

Business History Conference 年次大会運営委員 (2021年3月)

学術雑誌投稿論文査読員

*Business History* (2020); *Management and Organizational History* (2019); *Enterprise & Society* (2019); *History of Retailing and Consumption* 特集号外部査読委員 (2018); *Business History Review* (2016; 2017; 2018; 2020); *Food, Culture and Society* (2018); *International Journal of Food Design* (2018)

## その他研究活動

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[ワークショップ企画・開催 (共同責任者)] Kyoto International Workshop: Consumption and Sustainability, 京都大学大学院経済学研究科, 2020年2月17-21日

[ワークショップ企画・開催 (共同責任者)] “Artificial Intelligence Summit,” Parsons School of Design, New York, USA, January 6, 2020

[ワークショップ企画・開催 (責任者)] “Capitalism and the Senses,” Harvard Business School, Boston, USA, June 29, 2017

[ワークショップ参加 (選抜)] Center for Historic American Visual Culture Summer Seminar, *Culinary Culture: The Politics of American Foodways, 1765-1900*, American Antiquarian Society, Worcester, MA, USA, July 12-17, 2015

[学会企画・開催 (責任者)] Hagley Fellows Conference, “Ways of Knowing the World: History and the Senses,” Hagley Museum and Library, Wilmington, DE, USA, April 20, 2013

[ワークショップ参加 (選抜)] Oxford Journals Doctoral Colloquium in Business History, Business History Conference Annual Meeting, Columbus, OH, USA, March 21, 2013

[リサーチアシスタント] Hagley Museum and Library, Wilmington, DE, USA, February-May 2013, compiled web-based digital information related the food industry to create the digital archives

[インターンシップ] Hagley Museum and Library, Wilmington, DE, USA, June-September 2010, catalogued the Ernest Dichter Papers and the Seagram Collection and published an article on food marketing reports in these collections

[学会企画・開催（企画メンバー）] Hagley Fellows Conference, “Disaster! A Conference on Disasters in History,” Hagley Museum and Library, Wilmington, DE, USA, April 9, 2011

## メディア

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久野愛「嗜好思考」『月刊文藝春秋』2022年11月号

久野愛「街の色」『群像』2022年2月号

Josephine McRobbie, “Business Professor Finds a History of the Senses in the Grocery Store,” *Indiana Public Media*, January 15, 2021

Ai Hisano, “How Sight—Not taste, Smell, or Touch—Became the Sense of the Supermarket,” *Behavioral Scientist*, October 19, 2020

久野愛『なぜ、人はおいしそうと感じるの!?!』京大×ほとぜろ コラボ企画「なぜ、人は○○なの!?!」ほとんど0円大学, 2020年5月20日

久野愛『人々が“自然”だと思う食べものの色は、どのように画一化されてきたのか—消費主義社会における五感の歴史から探る』*academist Journal*, 2020年4月27日

久野愛「産業が変えた視覚」人文知のフロンティア『京都新聞』2020年4月22日

Ai Hisano, “The Color of Food,” Harvard University Press Blog, March 16, 2020

Ai Hisano, “When the Government Decided the Spread on Your Toast Should Be Pink,” *Zocalo Public Square*, January 15, 2020; and “How the Government Came to Decide the Color of Your Food,” *Smithsonian Magazine*, January 15, 2020

Joe Pinsker, “Americans’ Bizarre Relationship with the Color of Their Food,” *Atlantic*, May 8, 2017

Carmen Nobel, “How Cellophane Changed the Way We Shop for Food,” *Harvard Business School Working Knowledge*, June 26, 2017; and *Forbes*, June 26, 2017

Carmen Nobel, “The Paradoxical Quest to Make Food Look ‘Natural’ with Artificial Dyes,” *Harvard Business School Working Knowledge*, January 11, 2017; and *Forbes*, January 11, 2017

Ai Hisano, “Eye Appeal Is Buy Appeal: Business Creates the Color of Foods,” *Process: A Blog for American History*, Organization of American Historians, December 13, 2016