

## Ai Hisano

Interfaculty Initiative in Information Studies  
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### PROFESSIONAL APPOINTMENTS

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- 2021– Associate Professor, Interfaculty Initiative in Information Studies/Graduate School of Interdisciplinary Information Studies, The University of Tokyo
- 2017–2021 Senior Lecturer, Graduate School of Economics, Kyoto University
- 2016–2017 Harvard-Newcomen Postdoctoral Fellow, Harvard Business School
- 2006–2008 Strategic Technology Department, Toppan Printing Co. (Tokyo, Japan)

### EDUCATION

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- 2016 Ph.D. University of Delaware  
History; Hagley Program in the History of Capitalism, Technology, and Culture

#### *Dissertation*

“Eye Appeal Is Buy Appeal”: Business Creates the Color of Foods, 1870–1970”

Winner of Doctoral Dissertation Award, Northeastern Association of Graduate Schools

Winner of Wilbur Owen Sypherd Prize, University of Delaware

Committee: Profs. Susan Strasser (primary advisor), Roger Horowitz, David Suisman, and Warren Belasco (University of Maryland, Baltimore County)

- 2012 M.A. University of Delaware  
History; Hagley Program in the History of Capitalism, Technology, and Culture
- 2006 M.A. University of Tokyo  
American Studies
- 2004 B.A. University of Tokyo  
American Studies

### PUBLICATIONS

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#### Books

*Shikakuka-suru Mikaku: Shoku wo Irodoru Shibonshugi* [*Visualizing taste: Capitalism and a color of food*]  
(Iwanami Shinsho, 2021)

*Visualizing Taste: How Business Changed the Look of What You Eat* (Harvard University Press, 2019)

Winner of Hagley Prize in Business History (Business History Conference)

Winner of Shimizu Hiroshi Prize (Japanese Association for American Studies)

#### Journal Articles

[Refereed]

[with 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

“Betty Crocker no hyosho to amerika shakai no hensen [The Portraits of Betty Crocker and the transformation of American society],” *Pacific and American Studies* 9 (2009): 128–141

[Non-refereed]

“*Mikaku to Shikaku no Kyoukai: 1960 nendai ni Okeru Shokuhin Kisei to Kigyou Senryaku* [Boundaries between Taste and Vision: Food Regulation and Business Strategies in the United States during the 1960],” *Ritsumeikan Gengo Bunka Kenkyu (Ritsumeikan Studies in Language and Culture)* 32, no. 1 (July 2020).

[with Takafumi Kurosawa] “*Keieishi kenkyu no houbou, kadai, sonzaiigi* [Methodology and research questions in business history outside Japan],” *Keiei Shigaku* 53 (2) (September 2018): 27–49

“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 (1) (Fall 2013)

## Book Chapters

“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, 2022 forthcoming)

[with Greg de St. Maurice] “Industries between Global and Local: Food,” in *Oxford Handbook of Industry Dynamics*, edited by Matthias Kipping, Takafumi Kurosawa, and D. Eleanor Westney (Oxford, UK: Oxford University Press, 2022 forthcoming)

“Kagaku to bunmei [Science and civilization],” “Vikutoria teki jendakan no henyou [The transformation of Victorian gender ideology],” “Jazu eiji [Jazz age],” “Yutakana shakai [Affluent society],” “1980-nendai no popura karucha [Popular culture in the 1980s],” in *Yokuwakaru Amerika no rekishi [Introduction to American history]*, edited by Toru Umezaki, Fumiko Sakashita, Ichiro Miyata (Minerva shobo, 2021).

Encyclopedia entry, “Retoruto Shokuhin [Retort Pouch Food],” in *Sekai no shokubunka hykkajiten [Encyclopedia of global food culture]*, edited by National Museum of Ethnology (Tokyo: Maruzen, 2020)

Encyclopedia entries, “Shoku bunka [Food culture]” and “Ekusasaizu, himan, shokuiku [Exercise, obesity, and food education],” in *Amerika bunka jiten [Encyclopedia of American culture]*, edited

by Yuko Matsumoto (Tokyo: Maruzen, 2017)

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

Translation (English to Japanese), Monisha Das Gupta, “Domestic Workers,” Aidan Smith, “Dr. Phil,” and Angela Krattiger, “Sports Utility Vehicle,” in *Gendai amerika no ki-wa-do* [Keywords for contemporary America], eds. Mari Yoshihara and Yujin Yaguchi (Tokyo: Chuko-shinsho, 2006), 61–65, 69–71, 313–317

### **Book Reviews**

Etsuo Abe, *Keieishigaku no Houhou: Posuto Chandler Moderu wo Motomete* [Business history methodology: Seeking for a Post Chandlerian Model], in *Keieishigaku* 55, no. 3 (2020): 52–55

Michael A. Haedicke, *Organizing Organic: Conflict and Compromise in an Emerging Market* (Stanford: Stanford University Press, 2016) in *Business History Review* 91 (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 (2) (Summer 2013): 381–384

### **Teaching Materials**

[with Geoffrey Jones] “Olivia Lum: Wanting to Save the World,” Harvard Business School Teaching Plan 317-083 (December 2016; revised November 2017)

[with Geoffrey Jones] “Christian Dior: A New Look for Haute Couture,” Harvard Business School Teaching Plan 317-072 (November 2016)

### **Other Publications**

“Lost in Translation: Gokan no Rekishi to Tabi no Kioku [The History of the Senses and Travel Memories],” *Hou to Keiei-kenkyu* [Law and Management Studies] 3 (February 2020): 91–92.

### **AWARDS**

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Hagley Prize in Business History (the best book in business history) 2020  
Business History Conference

Shimizu Hiroshi Prize (book award in U.S. history) 2020  
Japanese Association for American Studies

Doctoral Dissertation Award 2017  
Northeastern Association of Graduate Schools

Wilbur Owen Sypherd Prize (the best dissertation in the humanities) 2016  
University of Delaware

### **GRANTS & FELLOWSHIPS**

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The University of Tokyo Excellent Young Researcher 2021–2023

Grants-in-Aid for Scientific Research Japan Society for the Promotion of Science	2018–2021
Interdisciplinary Research Grant Center for the Promotion of Interdisciplinary Education and Research, Kyoto University	2018
Franklin Research Grant American Philosophical Association	2018
Kyoto University Research Fund for Young Scientists Kyoto University	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 (six month) National Museum of American History, Smithsonian Institution	2014–2015
Lemelson Center Fellowship (eight weeks) Lemelson Center of the Invention and Innovation, Smithsonian Institution	2014
Henry Belin du Pont Research Grants (eight weeks) 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
UD-Hagley Fellowship University of Delaware	2011–2016
Fulbright Grant for Graduate Study Institute of International Education	2009–2011
Travel Grant for the OAH Annual Meeting Japanese Association for American Studies	2010
Travel Grant for the OAH Annual Meeting Embassy of the United States in Japan	2009
Academic Research Fellowship University of Tokyo	2008–2009

## **PRESENTATIONS**

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- “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 (forthcoming), accepted
- “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 (accepted; canceled due to Covid-19)
- “A Category as Cultural Production: The Transformation of Taste and Labor Struggle in the U.S. Wine Industry,” American Sociological Association, San Francisco, CA, August 8–11, 2020 (accepted; canceled due to Covid-19)
- “Between Global and Local: The Dynamics of the Food Industry,” Business History Conference, Charlotte, NC, March 12–14, 2020 (accepted; could not attend due to Covid-19)
- “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*, Wilmington, DE, 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,” Congress of Business History Society of Japan, Kyoto, Japan, September 29–30, 2018
- “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, 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, 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,” Japanese Association of American Studies, Tokyo, Japan, June 3–4, 2017
- “‘The Eye Says Buy’: Color and the Creation of the American Food Market, 1920s–1940s,” Business History Conference, Denver, 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, 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, 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, June 24–27, 2015
- “Making Natural: Coloring Florida Oranges, 1930s–1950s,” Hagley Conference, *Green Capitalism? Exploring the Crossroads of Environmental and Business History*, Wilmington, DE, 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, 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*, 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, 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,” Graduate Students in American Studies Program, Waseda University, Tokyo, Japan, July 17, 2008

## **INVITED TALKS**

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- Book talk [Japanese], “Shikisai to Mikaku: Gokan no Jodoron [Color and taste: Affect and the senses],” Affect Studies Workshop, Online, November 20, 2021
- Book talk, *Visualizing Taste: How Business Changed the Look of What You Eat*, The Japanese Association for American Studies, Online, January 31, 2021
- Book talk, *Visualizing Taste: How Business Changed the Look of What You Eat*, Hitotsubashi University Institute of Innovation, Online, January 20, 2021
- “Business History no Tayosei: Beikou wo Jirei ni [Varieties of Business History: An example from the United States],” Business History Society of Japan (plenary session), Online, December 5, 2020.
- Book talk, *Visualizing Taste: How Business Changed the Look of What You Eat*, Kyoto University Economic and Business History Seminar, Online, November 21, 2020
- “Not Business as Usual: New Horizons in Business History,” BHC Luncheon (Roundtable), American Historical Association, New York, January 5, 2020

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

“The Boundary between Taste and Vision: Food Regulation and Business Strategies in the United States during the 1960s,” International Institute of Language and Culture Studies, Ritsumeikan University, Kyoto, Japan, October 25, 2019

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

“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,” Business History Society of Japan Hokkaido Workshop, Hokkaido University, Japan, September 17, 2019

“Sensory Capitalism: Creating the ‘Natural’ Color of Foods,” Graduate School of Management, Kyoto University, Japan, January 17, 2017

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

“Processed Foods in the Early-Twentieth-Century United States,” Culinary Historians of Washington D.C., January 11, 2015

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

## **PROFESSIONAL SERVICE**

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Routledge International Studies in Business History, Series Co-editor (2021–)

*American History* (published by the Japanese Association for American History), Editorial Board (2021–)

Business History Conference, Program Committee (2021)

Business History Collective (Global), Editorial Board (2020–)

*Journal of International Food Design*, Editorial Board (2020–)

Business History Conference, Trustee (2019–)

Fuji Conference (Japan), International Committee (2019–)

Book Review Committee, *Business History Review* (2017–)

Business History Conference Annual Meeting Program Committee (March 2021)

Journal Manuscript Review

*Business History* (2020); *Management and Organizational History* (2019); *Enterprise & Society* (2019); *Business History Review* (2016; 2017; 2018; 2020); *Food, Culture and Society* (2018); *International Journal of Food Design* (2018)

Outside reviewer for a special issue on food distribution, *History of Retailing and Consumption* (2018)

## **PROFESSIONAL DEVELOPMENT**

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Workshop co-organizer, Kyoto International Workshop, “Consumption and Sustainability,” Kyoto University, February 17–21, 2020

Conference co-organizer, “Aesthetic Intelligence Summit,” Parsons School of Design, New York, January 6, 2020

Conference organizer, “Capitalism and the Senses,” Harvard Business School, June 2017, <https://www.hbs.edu/faculty/conferences/2017-capitalism-and-the-senses/Pages/default.aspx>

Selected participant, Center for Historic American Visual Culture Summer Seminar, *Culinary Culture: The Politics of American Foodways, 1765–1900*, American Antiquarian Society, July 2015

Conference co-organizer (project leader), Hagley Fellows Conference, “Ways of Knowing the World: History and the Senses,” Hagley Museum and Library, April 2013

Selected participant, Oxford Journals Doctoral Colloquium in Business History, Business History Conference Annual Meeting, Columbus, OH, March 21, 2013

Research Assistant, Hagley Museum and Library, February–May 2013, compiled web-based digital information related the food industry to create the digital archives

Intern, Hagley Museum and Library, June–September 2010, catalogued the Ernest Dichter Papers and the Seagram Collection and published an article on food marketing reports in these collections

Conference co-organizer, Hagley Fellows Conference, “Disaster! A Conference on Disasters in History,” Hagley Museum and Library, April 2011

## **TEACHING EXPERIENCE**

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**University of Tokyo, Graduate School of Interdisciplinary Information Studies** (taught in English)

“Introduction to Affect and Sensory Studies,” Fall 2021

**Kyoto University, Graduate School of Economics** (all taught in English)

“Critical Consumption Studies,” Fall 2020; Fall 2021

“Comparative Business Ethics,” Spring 2020; Spring 2019; Spring 2018

“Business and the Global Economy,” Fall 2019; Fall 2018

“Economic and Business History,” Fall 2019

“Field Research in Japan,” Fall/Spring 2019; Fall/Spring 2018; Fall 2017

**Kyoto University, Department of Economics (undergraduate course)**

“East Asian Economies Workshop” (taught in English), Fall 2018; Fall 2017

### **Visiting/Invited Lecture**

“Capitalism and the Senses in History,” intensive graduate course, University of Göttingen, July 2–12, 2021

“Comparative Business Ethics,” Spring 2021, Graduate School of Economics, Kyoto University

“Creating Modern Business,” intensive graduate course on business history (taught in English), Graduate School of Economics, Hokkaido University, September 17–20, 2019

“Color in Business Strategy: Global and Local Food” (taught in English), GLOCAL Summer School, Erasmus University Rotterdam, Netherlands, August 26, 2019

Women's history in the U.S., Kansai University, Osaka, Japan, July 2009

## **MEDIA COVERAGE**

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- Ai Hisano, "How Sight—Not taste, Smell, or Touch—Became the Sense of the Supermarket," *Behavioral Scientist*, October 19, 2020, <https://behavioralscientist.org/how-sight-not-taste-smell-or-touch-became-the-sense-of-the-supermarket>
- Ai Hisano, "The Standardization of a 'Natural' Color of Food: The History of the Senses in Consumer Society," *academist Journal*, April 27, 2020, <https://academist-cf.com/journal/?p=13044>
- Ai Hisano, "How Business Changed Visuality," the Frontier of Humanities series, *Kyoto Newspaper*, April 22, 2020
- Ai Hisano, "The Color of Food," Harvard University Press Blog, March 16, 2020, [https://harvardpress.typepad.com/hup\\_publicity/2020/03/the-color-of-food.html](https://harvardpress.typepad.com/hup_publicity/2020/03/the-color-of-food.html)
- Ai Hisano, "When the Government Decided the Spread on Your Toast Should Be Pink," *Zocalo Public Square*, January 15, 2020, [https://www.zocalopublicsquare.org/2020/01/15/when-the-government-decided-the-spread-on-your-toast-should-be-pink/ideas/essay/?xid=PS\\_smithsonian](https://www.zocalopublicsquare.org/2020/01/15/when-the-government-decided-the-spread-on-your-toast-should-be-pink/ideas/essay/?xid=PS_smithsonian); and *Smithsonian Magazine*, "How the Government Came to Decide the Color of Your Food," January 15, 2020, <https://www.smithsonianmag.com/innovation/how-government-came-to-decide-color-your-food-180973962/>
- Joe Pinsker, "Americans' Bizarre Relationship with the Color of Their Food," *Atlantic*, May 8, 2017, <https://www.theatlantic.com/business/archive/2017/05/american-food-coloring-dyes/525666>
- Carmen Nobel, "How Cellophane Changed the Way We Shop for Food," *Harvard Business School Working Knowledge*, June 26, 2017, <https://hbswk.hbs.edu/item/how-cellophane-changed-the-way-we-shop-for-food>; and *Forbes*, June 26, 2017, <https://www.forbes.com/sites/hbsworkingknowledge/2017/06/26/how-cellophane-changed-the-way-we-shop-for-food>
- Carmen Nobel, "The Paradoxical Quest to Make Food Look 'Natural' with Artificial Dyes," *Harvard Business School Working Knowledge*, January 11, 2017, <https://hbswk.hbs.edu/item/the-paradoxical-quest-to-make-food-look-natural-with-artificial-dyes>; and *Forbes*, January 11, 2017, <https://www.forbes.com/sites/hbsworkingknowledge/2017/01/11/the-paradoxical-quest-to-make-food-look-natural-with-artificial-dyes/#1f73b32366c8>
- "Eye Appeal Is Buy Appeal: Business Creates the Color of Foods," *Process: A Blog for American History*, Organization of American Historians, December 13, 2016, <http://www.processhistory.org/hisano-food-color>

## **PROFESSIONAL AFFILIATIONS**

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American Historical Association  
Business History Conference  
Business History Society of Japan  
Japanese Association for American History  
Organization of American Historians