



# STUDIES ON SUBJECTIVE WELL-BEING AND HAPPINESS



11/12 (TUE) 5:10PM-6:50PM

**Brief Abstract of Lecture:**

“This talk describes the foundations of well-being and happiness studies. First, I will explain that there are two types of happiness: happiness that does not last long (happiness due to the acquisition of positional goods) and happiness that lasts long (happiness due to non-positional goods). Next, I will discuss the “four factors of happiness” obtained through factor analysis of mental factors among the happiness caused by non-positional goods, which are the “let’s try factor,” the “thank you factor,” the “somehow it will work out factor,” and the “as it is factor”.”

VENUE: EIKEI TOP, 15TH FLOOR  
AT EIKEI UNIVERSITY

**OUR SPEAKER:**

**MAENO TAKASHI**

PROFESSOR, GRADUATE SCHOOL OF SYSTEM DESIGN AND  
MANAGEMENT, KEIO UNIVERSITY  
FACULTY OF WELL-BEING, MUSASHINO UNIVERSITY

PLEASE APPLY FROM THE FOLLOWING  
URL OR QR CODE [BY 12:00 ON NOV. 8].

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# Dr. MAENO Takashi

Visiting Professor, EUH

Professor, Graduate School of System Design and Management,  
Keio University

Dean, Faculty of Well-being, Musashino University

## WELLBEING



After graduating from the Tokyo Institute of Technology in 1984, he completed his Master's degree at the same university in 1986.

After working at Canon Inc. and serving as visiting fellow at the University of California, Berkeley and visiting professor at Harvard University, he now serves as professor at the Keio University Graduate School of System Design and Management.

Also serves as Director for the Keio University Wellbeing Research Center. Ph.D in engineering. Specializes in system design and management, the study of happiness, and happiness economics.