

# **TAXONOMY AND METHODOLOGICAL APPROACH FOR ECOSYSTEM VALUATION**

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The paper presents a novel approach to the development of a taxonomy and methodological framework for the valuation of ecosystem services, addressing the complex challenge that economists face in capturing the full and incremental changes in services across diverse ecosystems, particularly those affected by human activities. Traditional market-based valuation methods are acknowledged as insufficient, with even advanced techniques like the contingent valuation method failing to fully encompass the breadth, depth, and complexity of ecosystem services. This work seeks to fill the gaps in current valuation methodologies by incorporating a psychological perspective, positing that the general public's understanding of ecosystems significantly diverges from the interpretations of conventional economists. It explores how individuals' ecological identities emerge across different levels of decision-making—from local to global scales—drawing on insights from psychoanalytic psychology and environmental psychology. The paper leverages recent experimental psychology research to revisit and refine concepts such as ecological identity, the self-other dichotomy, and the promotion of a connection with nature, arguing these are crucial considerations in ecosystem service valuation. By advocating for a paradigm shift towards relational goods and reciprocity, it challenges traditional market-centric views and promotes interdisciplinary collaboration in ecosystem valuation. This approach reimagines the existing dichotomy between market, non-market, and missing market valuations, proposing a more inclusive and nuanced framework that extends beyond mere utilitarian considerations.

Keywords: Taxonomy, Methodology, Ecosystem, Valuation