Wuyang Hu

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EDUCATION

- Ph.D. in Agricultural and Resource Economics 11/04
  University of Alberta, Canada
- B.Sc. in Finance and Economics 06/98
  Central University of Finance and Economics, China

HONORARY POSITION

- Fellow, Canadian Agricultural Economics Society 2023-present
- Editor, Canadian Journal of Agricultural Economics 07/11-09/24
- Editorial council member, Journal of Agricultural and Applied Economics 02/18-12/20

WORK EXPERIENCE

- Professor, Dept. of Agricultural, Environmental, and Development Economics 01/18-present
  The Ohio State University
- H. B. Price Professor, Dept. of Agricultural Economics, Univ. of Kentucky 07/16-12/17
- Professor, Dept. of Agricultural Economics, Univ. of Kentucky 07/13-12/17
- Associate Professor, Dept. of Agricultural Economics, Univ. of Kentucky 07/10-06/13
- Assistant Professor, Dept. of Agricultural Economics, Univ. of Kentucky 02/07-06/10
- Assist. Res. Prof., Dept. of Resource Economics, Univ. of Nevada, Reno 08/05-01/07
- Postdoctoral Research Fellow, Dept. of Rural Economy, Univ. of Alberta 10/04-08/05
- Teaching Assistant, Dept. of Rural Economy, Univ. of Alberta 01/00-12/04
- Research Assistant, Dept. of Rural Economy, Univ. of Alberta 05/99-10/04

FIELDS OF SPECIALIZATION

- Primary: Marketing and Consumer Economics
- Secondary: Resource and Environmental Economics
- Research Interests: Consumer Behavior, Marketing and Demand Analysis, Non-market Valuation Methods, Agricultural Policy Analysis, Discrete Choice Modeling, Bayesian and Empirical Bayes Methods, Regional Development, Experimental Economics

ACADEMIC AWARDS

(* indicates students I supervised)

- Outstanding Poster Award 08/23
  Excludability Information and Free-Riding in Stated and Real Charitable Donations
  Coauthors: J. Yoo, J. Penn, M. Bampasidou, and W. Hu
  (by ENV Section, Agricultural and Applied Economics Association)
- Outstanding Research Paper Award 06/21
  Consumers' Purchasing Intent Regarding Conventional, Alternative, and Cultured Meats
  Coauthors: S. Marlee, J. Rumble, E. Buck, A. Specht, W. Hu and L. Knipe
  (by Association for Communication Excellence)

- 1st place undergraduate quiz bowl competition (W. Hu as advisor) 08/17
  (by Agricultural and Applied Economics Association)
- Richardson-Applebaum Best M.S. Thesis Award 10/16
  "Farmed and Wild-Caught Shrimp in Kentucky and South Carolina: Consumer Preference For Homegrown by Heroes, Community Supported Fishery, and Other Quality Attributes"
  Graham Soley* (W. Hu as advisor)
  (by Food Distribution Research Society)
- 1st place undergraduate quiz bowl competition (W. Hu as advisor) 08/16
  (by Agricultural and Applied Economics Association)
- 1st and 3rd place undergraduate quiz bowl competition (W. Hu as advisor) 02/16
  Erica Rogers* and April Winebarger*
  (by Southern Agricultural Economics Association)
- Outstanding Faculty Award for Service to Graduate Students 10/15
  (bv College of Agriculture, Univ. of Kentucky)
- 3rd Place Undergraduate Paper Competition (student author: Nathan Trull*) 07/15
  (by Agricultural and Applied Economics Association)
- 2nd place undergraduate quiz bowl competition (W. Hu as advisor) 07/15
  Olivia Cline*, Nathan Trull*, and Jason Simon*
  (by Agricultural and Applied Economics Association)
- 3rd Place Best Poster Award by Southern Agricultural Economics Association 02/15
  "The Effect of Household Characteristics on Dairy Product Expenditures",
  Rezgar Mohammed* and Wuyang Hu
- Outstanding Journal Article Award honorable mention 05/14
  "U.S. Consumers' Preference and Willingness to Pay for Country-of-Origin-Labeled Beef Steak and Food Safety Enhancements" *Canadian Journal of Agricultural Economics* 61: 93-118, co-authors: Kar Ho Lim, Leigh Maynard and Ellen Goddard
- 2nd, 3rd, 4th place undergraduate quiz bowl competition (W. Hu as coach) 02/14
  Daniella Straathof*, Jason Simon*, and Nate Trull*
  (by Southern Agricultural Economics Association)
- Outstanding Paper Award by International Business and Economy Conference 01/14
  "Chinese Consumers' Willingness-to-pay for Non-Traditional Beverages",
  Wuyang Hu and Ping Qing
- Best Paper Award by Kentucky Economic Association 10/13
  "Do Consumers Substitute Organic for Local Food Claim?: A Case of Blackberry Jam in Kentucky", co-authors: Thong Meas*, Wuyang Hu, Marvin Batte, Tim Woods and Stan Ernst
- 1st Place Undergraduate Poster Award (student author: Adam Hancock*) 10/13
  (by Tracy Farmer Institute, Univ. of Kentucky)
- 3rd Place Undergraduate Paper Competition (student author: Adam Hancock*) 08/13
  (by Agricultural and Applied Economics Association)
- A Teacher Who Made a Difference Award 04/13
  (by College of Education, Univ. of Kentucky)
- 2nd place undergraduate quiz bowl competition (W. Hu as coach) 02/13
  Adam Hancock*
  (by Southern Agricultural Economics Association)
- Wethington Award (Grantsmanship and Research) 2009-17, each year
  (by College of Agriculture, Univ. of Kentucky)
- High Impact Research/Extension Award 12/09
  (by College of Agriculture, Univ. of Kentucky)
- Outstanding Journal Article Award 05/06

"Labeling of Genetically Modified Food: Heterogeneous Consumer Preferences and the Value of Information" *Canadian Journal of Agricultural Economics* 53: 83-102, co-authors: Wuyang Hu, Michele Veeman and Wiktor Adamowicz

- Outstanding PhD Dissertation Award by Food Distribution Res. Society 10/05
- Outstanding PhD Dissertation Honorable Mention by Canadian Ag. Econ. Society (2002-2004, award announced every three years) 07/05

REFEREED JOURNAL ARTICLES

(all authors listed by contribution unless noted; * indicates graduate students, visiting scholars, or post-docs)

167. Fan, X., J. Penn and W. Hu (2026) "Are Americans Willing to Pay to Improve Food Access for Others? Evidence from a Real Donation Experiment" *Journal of Food Distribution Research*. Forthcoming.

166. Li, X., Q. Jiang*, W. Hu, B. Mao and Y. Ren (2026) "Consumer Preferences for Sustainable Food Packaging: A Joint Analysis of Random Utility Maximization and Random Regret Minimization" *Land Economics*. Forthcoming.

165. Xiao, X., Y. Xia*, Q. Tian and W. Hu (2026) "Village E-commerce Reduces Rural Household Consumption Inequality: Evidence from Rural China" *Review of Development Economics*. Forthcoming.

164. Jia, L., J. Zhang*, Q. Jiang*, W. Hu and H. Wang* (2026) "Community-based Group Purchase Tourism for Seniors: Consumer Preferences and Willingness to Pay" *Tourism Recreating Research*. Forthcoming. (impact factor: 6.1)

163. Wang, D.*, W. Hu, X. Fan*, J. Li and P. Qing (2026) "Consumer Preferences for Meal Delivery: The Offsetting and Complimentary Effects of Virtual Restaurants" *Agribusiness: An International Journal.* Forthcoming.

162. Yang, Y.*, W. Hu, Y. Ding, K. Chen and J. Du* (2026) "Firm Strategic Labeling and Chinese Consumers' Preferences for Carbonated Beverages: The Role of Healthfulness and Taste" *Australian Journal of Agricultural and Resource Economics* 70(1): 255-271.

161. Xiao, X., Y. Xia*, W. Hu and Q. Tian (2026) "Village E-Commerce Penetration and Agricultural Enterprise Growth: Evidence from China" *Agricultural Economics*. 57(3): e70113.

160. Wang, D.*, W. Hu, J. Li and P. Qing (2026) "Calorie Labeling of Delivered Meals for Healthier Consumer Choices" *Australian Journal of Agricultural and Resource Economics* 70(1): 239-254.

159. Yang, K.*, W. Hu, J. Li and Y. Liu (2025) "The Impact of Echinococcosis Interventions on Cattle and Sheep Farmers' Quality of Life in Qinghai Province of China" *Applied Economics* 1-16.

158. Shi, L., X. Chen, W. Hu and Q. Jiang* (2025) "Impact of Information Provision on Consumer Preference and Demand within a Multitier Food Label System" *Journal of Agricultural Economics* 76(3): 531-554.

157. Jiang, Q.*, J. Penn and W. Hu (2025) "Learning and Fatigue in Real Discrete Choice Experiments" *Land Economics* 101(4): 441-462.

156. Grebitus, C. and W. Hu (2025) "Agricultural and Applied Economists' Views on Pre-Registration and Pre-Analysis Plans for Empirical Research" *Journal of the Agricultural and Applied Economics Association* 4(2): 223-238.

155. Li, X.* Q. Jiang*, W. Hu, J. Li and P. Qing (2025) "Misconception on Food Date Labels and Consumer Welfare Implications" *Agricultural Economics* 86(1): 123-132.

154. Zhang, T.*, Q. Jiang*, W. Hu and Z. Zhu (2025) "Consumption Poverty Alleviation: The Role of Poverty Attribution and Attitude in Poverty Alleviation Product Purchase" *Sustainable Development* 33(3): 3631-3646. (impact factor: 9.9)

153. Wang, M.*, J. Ge, X. Fan and W. Hu (2025) "Price Premiums for Geographical Indication under the Coexistence of Self-claims and Certification" *Australian Journal of Agricultural and Resource Economics* 69(2): 422-439.

152. Xu, Y.*, W. Hu and Q. Jiang* (2025) "Means and Ends Sustainability Nudges, Information Effects, and Consumer Restaurant Patronage" *Agricultural Economics* 56(2): 268-282.

151. Penn, J., M. Medlock*, H. Kirk-Ballard and W. Hu (2025) "Exploring Consumer Preferences for Potting Mix Characteristics Using Best-Worse Scaling" *Journal of Agricultural and Applied Economics* 57(1): 42-59.

150. Li, X.*, W. Hu, J. Li and P. Qing (2024) "The Actionability of Household Food Waste Reduction" *Sustainable Production and Consumption* 51: 55-66. (impact factor: 10.9)

149. Xiong, H., W. Hu, M. Xu* and J. Zhan (2024) "Revisiting Heterogeneous Social Desirability Bias in Consumer Willingness to Pay for Food Carbon Label: Social Norms and Environmental Concerns" *Food Policy* 128: 102690. (impact factor: 6.8)

148. Penn, J., M. Rivette* and W. Hu (2024) "The Accuracy of Trail Cameras to Aid Manual Identification and Counts of Items Placed in Separate Collection Bins of Recyclables" *Waste Management* 187(1): 101-108. (impact factor: 7.1)

147. Zhong, Z.*, W. Hu and X. Zhao (2024) "Rethinking Electric Vehicle Smart Charging and Greenhouse Gas Emissions: Renewable Energy Growth, Fuel Switching and Efficiency Improvement" *Applied Energy* 361: 122904. (impact factor: 10.1)

146. Li, J., W. Hu, P. Qing and J. Chavas (2024) "On Household Food Stock and Waste Under Risk" *Canadian Journal of Agricultural Economics* 72(1): 23-44.

145. Penn, J., W. Hu and T. Ye (2024) "Efficacy of Hypothetical Bias Mitigation Techniques: A Cross-Country Comparison" *Journal of Environmental Economics and Management* 125: 102989.

144. Sun, S., H. Han*, K. Lv and W. Hu (2024) "Hybrid of Full Electric? Choices of Chinese Consumers with Different Environmental Concerns, Openness to Life Changes, and Pro-technological Attitudes" *Empirical Economics Letters* 23(1): article 16.

143. Penn, J. and W. Hu (2023) "Payment versus Charitable Donations to Attract Agricultural and Natural Resource Survey Participation" *Journal of the Agricultural and Applied Economics Association* 2(3): 461-480.

142. Lim, K. and W. Hu (2023) "Contextual Reference Price in Choice Experiments" *American Journal of Agricultural Economics* 105(4): 1288-1306.

141. Gao, H.*, X. Dai*, L. Wu, J. Zhang* and W. Hu (2023) "Food Safety Risk Behavior and Social Co-governance in the Food Supply Chain" *Food Control* 2023: 109832.

140. Zhang, T.*, W. Hu, Z. Zhu and J. Penn (2023) "Consumer Preference for Food Products Addressing Multiple Dimensions of Poverty: Evidence from China" *Food Policy* 115: 102419.

139. Penn, J. and W. Hu (2023) "Adjusting and Calibrating Elicited Values Based on Follow-up Certainty Questions: A Meta-Analysis" *Environmental and Resource Economics* 84(4): 919-946.

138. Zhou, L., J. Sun*, W. Hu and Y. Zhang (2023) "Asset Smoothing and Consumption Smoothing: Disaster-Coping Strategies in Non-contiguous and Contiguous Destitute Areas" *China & World Economy* 31(2): 223-250.

137. Zhu, Z., T. Zhang* and W. Hu (2023) "The Accumulation and Substitution Effects of Multi-nation Certified Organic and Protected Eco-origin Food Labels in China" *Ecological Economics* 203: 107625.

136. Zhao, S., L. Wang*, W. Hu, and Y. Zheng (2023) "Meet the Meatless: Demand for New Generation Plant-Based Meat Alternatives" *Applied Economic Perspectives and Policy* 45(1): 4-21.

135. Penn, J. and W. Hu (2023) "Benefit-Cost Analysis of Becoming Certified Pollinator Friendly" *Journal of Environmental Management* 326 Part A: 116679.

134. Chang, Q.*, Y. Shu*, W. Hu, X. Li and P. Qing (2022) "Impact of the COVID-19 Pandemic on Meal Gathering in China" *International Journal of Environmental Research and Public Health* 19(24): 16698.

133. Dai, X.*, L, Wu and W. Hu (2022) "Nutritional Quality and Consumer Health Perception of Online Delivery Food in the Context of China" *BMC Public Health* 22: 2132.

132. Jiang, Q.*, J. Penn and W. Hu (2022) "Real Payment Priming to Reduce Potential Hypothetical Bias" *Journal of Choice Modeling* 45: 100383.

131. Zheng, Y., L. Wang*, S. Zhao and W. Hu (2022) "Unintentional Product Name Association with Coronavirus Pandemic and Consumption" *Journal of the Agricultural and Applied Economics Association* 1(2): 136-150.

130. Hu, W., S. Sun*, J. Penn and P, Qing (2022) "Effects and Dummy Coding Variables in Discrete Choice Analysis" *American Journal of Agricultural Economics* 104(5): 1770-1788.

129. Jia, L., W. Hu and Y. Hao* (2022) "Energy Constraint in China at the Expense of Profitability? Perspective of Green Technology Innovation" *Journal of Global Information Management* 30(6): article 10.

128. Mei, Y., J. Qiu*, X. Xu and W. Hu (2022) "Impact of Social Network Effects on Household Photovoltaic Power Generation" *China Population, Resources and Environment* 32(3): 28-37.

127. Feng, J.*, J. Li, W. Hu and G. Li (2022) "Public Interest, Risk, Trust, and Personal Protective Equipment Purchase and Usage: Face Masks amid the COVID-19 Pandemic" *International Journal of Environmental Research and Public Health* 19(9): 5502.

126. Penn, J., S. Bastola* and W. Hu (2022) "Nudging Away from Plastic Bags with Charitable Donations" *Land Economics* 98(1): 132-149.

125. Li, J., P. Qing, W. Hu and M. Li* (2022) "Contract Farming, Community Effect and Farmer Valuation of Biofortified Crop Varieties in China: The Case of High Zinc Wheat" *Review of Development Economics* 26(2): 1035-1055.

124. Wan, Y.*, H. Hu and W. Hu (2022) "Agricultural Production Structure, Market Conditions and Farmers' Nutritional Intake in Rural China" *Journal of Integrative Agriculture* 21(6): 2-14.

123. Stollar, M.*, J. Rumble, E. Buck, A. Specht, W. Hu and C. L. Knipe (2022) "Consumers' Purchasing Intent Regarding Conventional, Alternative, and Cultured Meats" *Journal of Applied Communications*. 106(1): article 2.

122. Zhan, J., Y. Ma*, W. Hu, C. Chen and Q. Lu* (2022) "Enhancing Rural Income through Public Agricultural R&D: Spatial Spillover and Infrastructure Thresholds" *Review of Development Economics* 26(2): 1083-1107.

121. Zhou, J., H. Zhong, W. Hu, and G. Qiao (2022) "Substitution versus Wealth: Dual Effects of Non-pastoral Income on Livestock Herd Size" *World Development* 151: 105749.

120. Penn, J. and W. Hu (2021) "Travelers' Value of Protective Measures against Bed Bugs in Hotels" *Tourism Economics* 27(7): 1398-1416.

119. Li, X.*, J. Li, P. Qing and W. Hu (2021) "COVID-19 and the Change in Lifestyle: Bodyweight, Time Allocation, and Food Choices" *International Journal of Environmental Research and Public Health* 18(19): 10552.

118. Penn, J. and W. Hu (2021) "Videos Improve Attention and Cheap Talk in Online Surveys" *Frontiers of Economics in China* 16(3): 347-376.

117. Lim, K., W. Hu and R. Nayga (2021) "Consumer Preference for Grass-Fed Beef: A Case of Food Safety Halo Effect" *Journal of Agricultural and Resource Economics* 46(3): 447-463.

116. Wan, Y.*, W. Hu and H. Hu (2021) "Understanding Nutritional Intake of Chinese Farmers from the Perspective of Sustainable Livelihood Analysis" *Environmental Science and Pollution Research* 28(2): 1-17. (impact factor: 3.00)

115. Zhang, M.*, Y. Chen, W. Hu, N. Deng, and W. He (2021) "Exploring the Impact of Temperature Change on Residential Electricity Consumption in China: the Crowding-out Effect of Income Growth" *Energy and Buildings* 245:11040. (impact factor: 4.867)

114. Wu, L., P. Liu*, X. Chen, W. Hu and X. Fan* (2021) "Contents of Product Attributes and the Decoy Effect: A Study on Traceable Pork from the Perspective of Consumer Utility" *Managerial and Decision Economics* 42(4): 974-984.

113. Penn, H., J. Penn, M. Cunningham-Minnick and W. Hu (2021) "Kentucky Soybean Farmers' Supportiveness of Two Integrated Pest and Pollinator Management Tactics" *Journal of Integrated Pest Management* 12(1): 12, 1-9. (impact factor: 1.93)

112. Penn, J. and W. Hu (2021) "Mitigating Hypothetical Bias by Defaulting to Opt-out in an Online Choice Experiment" *Applied Economics* 53(3): 315-328.

111. Penn, J. and W. Hu (2021) "The Extent of Hypothetical Bias in Willingness to Accept" *American Journal of Agricultural Economics* 103(1): 126-141.

110. Vassalos, M.*, E. Ratliff* and W. Hu (2020) "What Factors Influence Consumer Preferences for Search and Credence Seafood Characteristics? An Empirical Analysis in Kentucky and South Carolina" *Journal of Agricultural & Food Industrial Organization* 18(2): 20180012.

109. Penn, H., J. Penn, M. Hagan* and W. Hu (2020) "The Buzz about Bee Campuses: Student Thoughts Regarding Pollinator Conservation" *American Entomologist* 66(4): 54-61. (impact factor: 0.58)

108. Chen, B., W. Hu and Q. Zhou (2020) "Effect of Local and National Advertising across Brand: Case of Yogurt Demand in China" *Australian Journal of Agricultural and Resource Economics* 64(4):1260-1281.

107. Penn, J. and W. Hu (2020) "Reports of Bed Bugs on Hotel Selection: A Choice Experiment" *International Journal of Hospitality Management* 89: 102568. (impact factor: 6.70)

106. Wu, L., X. Gong*, X. Chen, and W. Hu (2020) "Compromise Effects in Food Consumer Choices in China: An Analysis on Pork Products" *Frontiers in Psychology* 11: 1352. (impact factor: 2.07)

105. Wu, L., P. Liu*, X. Chen, W. Hu, X. Fan* and Y. Chen* (2020) "Decoy Effect in Food Appearance, Traceability, and Price: Case of Consumer Preference for Pork Hindquarters" *Journal of Behavioral and Experimental Economics* 87: 101553.

104. Zhang, M.*, K. Zhang, W. Hu, B. Zhu, P. Wang and Y. Wei (2020) "Exploring the Climatic Impacts on Residential Electricity Consumption in Jiangsu, China" *Energy Policy* 140: 111398. (impact factor: 4.03)

103. Ye, T., W. Hu, B. Barnett, J. Wang* and Y. Gao* (2020) "Area Yield Index Insurance or Farm Yield Crop Insurance? Perspectives from Farmers' Welfare and Government Subsidy Efficiency" *Journal of Agricultural Economics* 71(1): 144-164.

102. Jette-Nantel, S.*, W. Hu and Y. Liu (2020) "Economies of Scale and Mechanization in Chinese Corn and Wheat Production" *Applied Economics* 52(25): 2751-2765.

101. Zhang, Y.*, W. Hu, J. Zhan and C. Chen (2020) "Farmer Preference for Swine Price Index Insurance" *China Agricultural Economics Review* 12(1): 122-139.

100. Zhong, H.* and W. Hu (2019) "Revisiting Motivations for On-farm Environmental Practices: Opportunity Wage and Community Effect" *Journal of Environmental Management* 249: 14.

99. Soley, G.*, W. Hu and M. Vassalos (2019) "Willingness-to-Pay for Shrimp with Homegrown by Heroes, Community Supported Fishery, Best Aquaculture Practices, or Local Attributes" *Journal of Agricultural and Applied Economics* 51(4): 606-621.

98. Chen, M.*, Y. Wang*, S. Yin, W. Hu and F. Han* (2019) "Chinese Consumer Trust and Preferences for Organic Labels from Different Regions: Impact of Organic Knowledge" *British Food Journal* 121(7): 1521-1535.

97. Penn, J., W. Hu and H. Penn (2019) "Support for Solitary Bee Conservation among the Public versus Beekeepers" *American Journal of Agricultural Economics* 101(5): 1386-1400.

96. Penn, J. and W. Hu (2019) "Cheap Talk Efficacy under Potential and Actual Hypothetical Bias: A Meta-Analysis" *Journal of Environmental Economics and Management* 96(1): 22-35.

95. Nemati, M.*, Y. Zheng and W. Hu (2019) "ISO-14001 Standard and Firms' Environmental Performance: Evidence from the U.S. Transportation Equipment Manufacturers" *Journal of Agricultural and Resource Economics* 44(2): 422-438.

94. Penn, J.*, W. Hu and L. Cox (2019) "The Effect of Forced Choice with Constant Choice Experiment Complexity" *Journal of Agricultural and Resource Economics* 44(2): 439-455.

93. Yin, S., F. Han*, Y, Wang*, W. Hu and S. Lv* (2019) "Ethnocentrism, Trust, and the Willingness-to-Pay of Chinese Consumers for Organic Labels from Different Countries and Certifiers" *Journal of Food Quality* 2019: 1-13.

92. Nemati, M.*, W. Hu and M. Reed (2019) "Are Free Trade Agreements Good for the Environment? A Panel Data Analysis" *Review of Development Economics* 23: 435-453.

91. Yin, S., W. Hu, Y. Chen*, F. Han*, Y. Wang* and M. Chen* (2019) "Chinese Consumer Preferences for Fresh Produce: Interaction between Food Safety Labels and Brands" *Agribusiness: an International Journal* 35(1): 53-68.

90. Zhong, Y.*, L. Wu, X. Chen*, Z. Huang and W. Hu (2018) "Effects of Food-Additive-Information on Consumers' Willingness to Accept for Food with Additives" *International Journal of Environmental Research and Public Health* 15(11): 2394. (impact factor: 2.61)

89. Trull, N.*, J. Penn* and W. Hu (2018) "Visitor Support for Growth and Funding in Public Built Environments: The Case of an Arboretum" *Journal of Housing and Built Environment* 33(4): 829-841. (impact factor: 1.18)

88. Lim, K. H., W. Hu and R. M. Naga (2018) "Is Marine Stewardship Council's Ecolabel a Rising Tide for All? Consumers' Willingness to Pay for Origin-Differentiated Ecolabeled Canned Tuna" *Marine Policy* 96: 18-26. (impact factor: 2.53)

87. Penn, J.* and W. Hu (2018) "Understanding Hypothetical Bias: An Enhanced Meta-Analysis" *American Journal of Agricultural Economics* 100(4): 1186-1206.

86. Penn, J.*, H. Penn and W. Hu (2018) "Public Knowledge of Monarchs and Support for Butterfly Conservation" *Sustainability* 10(3): 807.

85. Zhong, H.*, W. Hu and J. Penn* (2018) "Application of Multiple Imputation in Dealing with Missing Data in Agricultural Surveys: The Case of BMP Adoption" *Journal of Agricultural and Resource Economics* 43(1): 78-102.

84. Zhou, G.* and W. Hu (2018) "Public Acceptance of and Willingness to Pay for Nanofoods in the US" *Food Control* 89: 219-226. (impact factor: 3.86)

83. Penn, J.* and W. Hu (2018) "Euthanising Value of a Statistical Life: Monetising Differences in Public Perception and Alternatives" *Applied Economics* 50(16): 1824-1836.

82. Zhou, L., R. Ying, W. Hu and D. Pan* (2017) "Agricultural Technical Education and Agrochemical Use by Rice Farmers in China" *Agribusiness: an International Journal* 33(4): 522-536.

81. Wu, L., X. Gong, S. Qin*, X. Chen*, D. Zhu, W. Hu and Q. Li* (2017) "Consumer Preferences for Pork Attributes Related to Traceability, Information Certification, and Origin Labeling: Based on China's Jiangsu Province" *Agribusiness: an International Journal* 33(3): 424-442.

80. Chen, X.*, G. Qiu*, L. Wu, G. Xu*, J. Wang and W. Hu (2017) "Influential Impacts of Combined Government Policies for Safe Disposal of Dead Pigs on Farmer Behavior" *Environmental Science and Pollution Research* 24(4): 3997-4007. (impact factor: 2.76)

79. Ye, T., M. Wang, W. Hu, Y. Liu* and P. Shi (2017) "High Liabilities or Heavy Subsidies: Farmer Preferences for Crop Insurance Attributes" *China Agricultural Economics Review* 9(4): 588-606.

78. Wu, L., G. Xu*, Q. Li*, B. Hou*, W. Hu and J. Wang (2017) "Investigation of the Disposal of Dead Pigs by Pig Farmers in Mainland China by Simulation Experiment" *Environmental Science and Pollution Research* 24(2): 1469-1483. (impact factor: 2.76)

77. Hu, W., P. Qing and L. Cox (2017) "Marketing of Hawai'i Food Products in China" *Chinese Economy* 50(3): 157-167.

76. Penn, J.*, H. J. Penn, M. F. Potter and W. Hu (2017) "Bed Bugs and Hotels: Traveler Insights and Implications for the Industry" *American Entomologist* 63(2): 79-88.

75. Lewis, K. E.*, C. Grebitus, G. Colson and W. Hu (2017) "German and British Consumer Willingness to Pay for Beef Labeled with Food Safety Attributes" *Journal of Agricultural Economics* 68(2): 451-470.

74. Peschel, A. O.*, C. Grebitus, G. Colson and W. Hu (2016) "Explaining the Use of Attribute Cut-off Values in Decision Making by Means of Involvement" *Journal of Behavioral and Experimental Economics* 65: 58-66.

73. Zhang, M.*, C. Chen, W. Hu and J. Zhan (2016) "Influence of Source Credibility on Consumers' Acceptance of Genetically Modified Foods in China" *Sustainability* 8(9): 899.

72. Zhou, L., C. Turvey, W. Hu and R. Ying (2016) "Fear and Trust: How Risk Perceptions of Avian Influenza Affect Chinese Consumers' Demand for Chicken" *China Economic Review* 40: 91-104. (impact factor: 1.69)

71. Zhou, G.*, W. Hu and W. Huang (2016) "Are Consumers Willing to Pay More for Sustainable Products? A Study of Eco-labeled Tuna Steak" *Sustainability* 8(5): 494.

70. Vassalos, M.*, W. Hu, C. Dillon, J. Schieffer and T. Woods (2016) "Risk Preferences, Transaction Costs and Choice of Marketing Contracts: Evidence from a Choice Experiment with Fresh Vegetable Producers" *Agribusiness: an International Journal* 32(3): 379-396.

69. Wang, K., H. Liu, W. Hu and L. Cox (2016) "Using Online Self-Assessment Tool to Improve Conjoint Analysis: Application in Choices of Wildlife Excursions" *Internet Research* 26(3): 644-660.

68. Penn, J.*, W. Hu, L. Cox and L. Kozloff (2016) "Values for Recreational Beach Quality in Oahu, Hawai'i" *Marine Resource Economics* 31(1): 47-62.

67. Zhong, H.*, P. Qing and W. Hu (2016) "Farmers' Willingness to Participate in Best Management Practices in Kentucky" *Journal of Environmental Planning and Management* 59(6): 1015-1039.

66. Wu, L., H. Wang*, D. Zhu, W. Hu and S. Wang* (2016) "Chinese Consumers' Willingness to Pay for Pork Traceability Information – the Case of Wuxi" *Agricultural Economics* 47: 71-79.

65. Lim, K. H.* and W. Hu (2016) "How Local is Local? A Reflection on Canadian Local Food Labeling Policy Based on Consumer Preference for Local Beef" *Canadian Journal of Agricultural Economics* 64(1): 71-83.

64. Robert, M.*, W. Hu, J. Stowe and M. Nielsen (2015) "Attitudes towards Implementation of Surveillance-based Parasite Control on Kentucky Thoroughbred Farms" *Equine Veterinary Journal* 47(6): 694-700. (impact factor: 2.29)

63. Penn, J., W. Hu and M. Potter (2015) "Disturbed! Please Do not Disturb" *Pest Control Technology* 43(11): 24-32.

62. Qing, P., A. Xi and W. Hu (2015) "Self-Consumption, Gifting, and Chinese Wine Consumers" *Canadian Journal of Agricultural Economics* 63(4): 601-620.

61. Meas, T.*, W. Hu, M. Batte, T. Woods and S. Ernst (2015) "Substitutes or Complements? Consumer Preferences for Local and Organic Food Attributes" *American Journal of Agricultural Economics* 97(4): 1044-1071.

60. Hu, W., P. Qing, J. Penn*, M. Pelton* and A. Pagoulatos (2015) "Rider Preferences and Economic Values for Equestrian Trails" *Journal of Environmental Planning and Management* 58(7): 1154-1172.

59. Wu, L., S. Wang*, D. Zhu, W. Hu and H. Wang* (2015) "Chinese Consumers' Preferences and Willingness to Pay for Traceable Food Quality and Safety Attributes: The Case of Pork" *China Economic Review* 35: 121-136. (impact factor: 1.264)

58. Ingram, D. L., T. A. Woods, W. Hu and S. Nambuthiri* (2015) "Willingness-to-Pay Comparisons for Flats of Groundcover Plants in Plantable Containers: Consumers versus Commercial Buyers in Kentucky" *HortScience* 50(3): 408-411. (impact factor: 0.86)

57. Allen, J.*, A. Davis, W. Hu and E. Owusu-Amankwah* (2015) "Residents' Willingness-to-Pay for Attributes of Rural Healthcare Facilities" *Journal of Rural Health* 31(1): 7-18. (impact factor: 1.771)

56. Wu, L., S. Qin*, D. Zhu, Q. Li and W. Hu (2015) "Consumer Preferences for Pork Product Origin and Traceability" *Chinese Rural Economy* 2015(6): 47-73.

55. Wu, L., G. Xu* and W. Hu (2015) "Factors Affecting Farmers' Coping Strategies for Diseased Hogs: An Experimental Approach" *Journal of Nanjing Agricultural University (Social Science)* 15: 1-18.

54. Penn, J.*, W. Hu, L. Cox and L. Kozloff* (2014) "Resident and Tourist Preferences for Stormwater Management Strategies in Oahu Hawai'i" *Ocean and Coastal Management* 98(1): 79-85.

53. Hancock, A.*, J. Penn* and W. Hu (2014) "Augmenting Electricity Output of Ellipticals through Behavioral Change" *the Journal of Record* 7(5): 255-261.

52. Liu, Z.*, A. Pagoulatos and W. Hu (2014) "Valuing the Benefit of Reducing Adverse Effects from Polluting Heating Fuels" *Social Science Quarterly* 95(3): 868-891. (impact factor: 0.99)

51. Qing, P., W. Hu and Y. Liu (2014) "The Interaction between Consumer Preference and Product Ethics: Implications on Coffee Trade in China" *Journal of International Business and Economy* 15(1): 1-22. International Business and Economy Conference 2014 Outstanding Journal Article Award winner.

50. Yang, B.*, P. Qing, W. Hu and Y. Liu (2014) "Product Information and Willingness-to-Pay: A Case Study of Fair Trade Coffee in the Chinese Market" *China Agricultural Economics Review* 6(2): 278-294.

49. Liu, Y.*, W. Hu, S. Jetté-Nantel*, Z. Tian (2014) "The Influence of Labor Price Change on Agricultural Machinery Usage in Chinese Agriculture" *Canadian Journal of Agricultural Economics* 62(2): 219-243.

48. Qing, P., A. Xi and W. Hu (2014) "Consumer Preference for Meat in China: A Case Study of Beijing" *Emerging Markets Finance and Trade* 50(2): 143-152.

47. Lim, K. H.*, W. Hu, L. J. Maynard and E. Goddard (2014) "A Taste for Safer Beef? How Consumers' Perceived Risk Influence Willingness to Pay for Country-of-Origin Labeled Beef" *Agribusiness: an International Journal* 30(1): 17-30.

46. Wu, L., S. Wang* and W. Hu (2014) "Consumer Preferences and Willingness to Pay for Traceable Food: Case of Pork" *China Rural Economy* 2014(8): 58-75.

45. Qing, P., W. Hu, J. Feng, Y. Zhang* and W. Xiang* (2013) "Effectiveness of Remedy Strategies after Product Harm Incidents: Case of Dairy Products" *Issues in Agricultural Economy* 12: 16-29.

44. Hu, W., P. Qing, M. Batte, T. Woods and S. Ernst (2013) "What is Local and for What Foods Does it Matter?" *Agricultural Economics* 59(10): 454-466.

43. Yang, S.-H.*, P. Qing, W. Hu and Y. Liu (2013) "Using a Modified Payment Card Survey to Measure Chinese Consumers' Willingness to Pay for Fair Trade Coffee: Considering Starting Points" *Canadian Journal of Agricultural Economics* 61(1): 119-139.

42. Lim, K. H.*, W. Hu, L. J. Maynard and E. Goddard (2013) "U.S. Consumers' Preference and Willingness to Pay for Country-of-Origin Labelled Beef Steak and Food Safety Enhancements" *Canadian Journal of Agricultural Economics* 61(1): 93-118. Canadian Agricultural Economics Society 2014 outstanding Journal Article Award honorable mention.

41. Jeffcoat, C.*, A. Davis and W. Hu (2012) "Willingness to Pay for Broadband Access by Kentucky Farmers" *Journal of Agricultural and Applied Economics* 44(3): 323-334.

40. Davidson, K.*, M. Pan, W. Hu and D. Poerwanto* (2012) "Consumers' Willingness to Pay for Aquaculture Fish Products vs. Wild-Caught Seafood: A Case Study in Hawaii" *Aquaculture Economics and Management* 16(2): 136-154.

39. Hu, W., M. Batte, T. Woods and S. Ernst (2012) "Consumer Preferences for Local Production and Other Value Added Label Claims for a Processed Food Product" *European Review of Agricultural Economics* 39(3): 489-510.

38. Emunu, J. P., D. McCann-Hiltz and W. Hu (2012) "Canadian Consumer Willingness to Pay for Omega-3 Enhanced Meat" *Journal of Food Products Marketing* 18(4): 287-305.

37. Fernandes Da Costa, P. M.*, W. Hu, A. Pagoulatos and J. Schieffer (2012) "Participation in Government Cost-Share Conservation Programs in the Kentucky River Watershed: A County Level Analysis" *Environmental Economics* 3(1): 122-133.

36. Yang, S.-H.*, W. Hu, M. Mupandawana* and Y. Liu (2012) "Consumer Willingness to Pay for Fair Trade Coffee: A Chinese Case Study" *Journal of Agricultural and Applied Economics* 44(1): 21-35.

35. Fernandes da Costa, P. M.*, W. Hu and M. Pan (2011) "Ahi Poke (Raw Tuna Salad) Consumption and Consumer Characteristics in Hawai'i" *Aquaculture Economics and Management* 15(4): 302-315.

34. Liu, Z.*, A. Pagoulatos and W. Hu (2011) "Health Risk of Heating Fuel Choice: A Simultaneous Causality Analysis" *International Journal of Humanities and Social Science* 1(14): 95-104.

33. Hu, W., T. A. Woods, S. Bastin, L. J. Cox and W. You (2011) "Assessing Consumers' Willingness to Pay for Value-Added Blueberry Products Using a Payment Card Survey" *Journal of Agricultural and Applied Economics* 43(2): 243-258.

32. Johnson, R.*, W. Hu, A. Pagoulatos and D. Debertin (2011) "Response to General Health Information in the Food Industry: A Panel Case Study in the Domestic Cracker Market" *Journal of Food Products Marketing* 17(1): 91-109.

31. Hu, W., T. A. Woods, S. Bastin and L. J. Cox (2011) "Analyzing the Demand for New Value-Added Product: Case of Pure Blueberry Sweetener" *Journal of International Food and Agribusiness Marketing*. 23(1): 56-72.

30. Hu, W., A. Davis, L. J. Cox and J. Schieffer (2010) "An Ex Post Attribute Preference Analysis as a Follow-up of Stated Preferences for Desert Management Strategies" *Annals of Leisure Research* 13(4): 630-651.

29. Liu, Z.*, A. Pagoulatos and W. Hu (2010) "The Supply of Private Acreage for Public Recreational Use in Southern and Central Appalachia" *Growth and Change* (impact factor: 1.07; impact factor of AJAE is 1.17) 41(4): 540-555.

28. Hu, W. and A. Davis (2010) "Desert Recreation Management: Values of Services and Perceived Freedom" *Applied Economics Letters* 17(8): 747-751.

27. Blackwell, M.*, A. Pagoulatos, W. Hu, and K. Auchter* (2009) "Recreational Demand for Equestrian Trail-Riding in Kentucky" *Agricultural and Resource Economics Review* 38(2): 229-239.

26. Hu, W., K. Boehle*, L. J. Cox and M. Pan (2009) "Economic Values in Choice of Dolphin Excursions in Hawai'i: A Stated Choice Analysis" *Marine Resource Economics* 24(1): 61-76.

25. Hu, W., W. L. Adamowicz and M. M. Veeman (2009) "Consumers' Preferences for GM Food and Voluntary Information Access: A Simultaneous Choice Analysis" *Canadian Journal of Agricultural Economics* 57(1): 241-267.

24. Hu, W., T. A. Woods and S. Bastin (2009) "Consumer Cluster Analysis and Demand for Blueberry Jam Attributes" *Journal of Food Products Marketing* 15(4): 420-435.

23. Hu, W. and L. J. Cox (2009) "Consumers' Stated Choices versus Purchasing Desires: Case of Hawaiian Food Baskets" *Agricultural Economics Review* 10(2): 5-17.

22. Hu, W., T. A. Woods and S. Bastin (2009) "Consumers' Acceptance and Willingness to Pay for Blueberry Products with Non-conventional Attributes" *Journal of Agricultural and Applied Economics* 41(1): 1-14.

21. Hu, W. (2009) "On the Relevance of t-Ratios in Empirical Modeling: Two Special Cases" *Applied Economics Letters* 16(2): 151-155.

20. Hu, W. and K. Z. Chen (2008) "Consumers' Purchase Intentions for GM Vegetable Oil in the Presence of Generic or Specific GM Information" *Journal of Agribusiness* 26(2): 135-155.

19. Hu, W., T. Harris, B. Borden, and L. J. Maynard (2008) "Do Jobs, Age, and Place of Residence Matter for Gaming Activity? A Study of the Mid-Colorado River Communities" *UNLV Gaming Research and Review Journal* 12(1&2): 29-42.

18. Hu, W., L. J. Cox, J. Wright* and T. Harris (2008) "Understanding Firms' Relocation and Expansion Decisions Using Self-Reported Factor Importance Rating" *Review of Regional Studies* 38(1): 67-88.

17. Hu, W. (2008) "Modeling Discrete Choices with Augmented Perception Hurdles" *Agricultural Economics* 39(3): 257-267.

16. Hu, W. (2008) "My Favorite is not on the Shelf: Effects of Revealed Preference Bundle on Consumers' Stated Choices" *European Review of Agricultural Economics* 35(1): 29-50.

15. Hu, W. (2007) "A Choice Model with Systematic Structures in Decision Weights" *Journal of Agricultural and Resource Economics* 32(3): 462-475.

14. Hu, W. (2007) "Bargains or Rip-offs: Reference Price Effects in Conjoint Demand" *Journal of Agricultural and Resource Economics* 32(2): 256-272.

13. Hu, W., L. J. Cox and Q. A. Edwards* (2007) "The Market Potential for Gift Baskets of Hawaiian Food Products in China" *Agribusiness: an International Journal* 23(4): 553-565.

12. Hu, W. (2006) "Exploring Heterogeneity in Consumers' Meat Store Choices in an Emerging Market" *Journal of Agribusiness*. 24(2): 155-170.

11. Hu, W. (2006) "Use of Spike Models in Measuring Consumers' Willingness to Pay for Non-GM Oil" *Journal of Agricultural and Applied Economics* 38(3): 525-538.

10. Hu, W., M. M. Veeman, W. L. Adamowicz and G. Gao* (2006) "Consumers' Food Choices with Voluntary Access to Genetic Modification Information" *Canadian Journal of Agricultural Economics* 54(4): 585-604.

9. Hu, W., F. Zhong and Y. Ding* (2006) "Actual Media Reports on GM and Chinese Consumers' Willingness to Pay for GM Soybean Oil" *Journal of Agricultural and Resource Economics* 31(2): 376-390.

8. Hu, W. (2006) "Comparing Consumers' Preferences and Willingness to Pay for Non-GM Oil Using a Contingent Valuation Approach" *Empirical Economics* 31(1): 143-150.

7. Hu, W., W. L. Adamowicz and M. M. Veeman (2006) "Labeling Context and Reference Point Effects in Models of Food Attribute Demand" *American Journal of Agricultural Economics* 88(4): 1034-1049.

6. Hu, W., K. Chen and K. Yoshida (2006) "Japanese Consumers' Perceptions on and Willingness to Pay for Credence Attributes Associated with Canola Oil" *Journal of Agricultural and Applied Economics* 38(1): 91-103.

5. Hu, W. (2005) "Logit Models: Smallest versus Largest Extreme Value Error Distributions" *Applied Economics Letters* 12(12): 741-744.

4. Hu, W., M. M. Veeman and W. L. Adamowicz (2005) "Labeling Genetically Modified Food: Heterogeneous Consumer Preferences and the Value of Information" *Canadian Journal of Agricultural Economics* 53(1): 83-102. Canadian Agricultural Economics Society 2005 outstanding Journal Article Award winner.

3. Hu, W. and K. Z. Chen (2004) "Can Chinese Consumers Be Persuaded? Case of Genetically Modified Vegetable Oil" *AgBioForum* 7(3): 124-132.

2. Hu, W., A. Huennemeyer*, M. M. Veeman, W. L. Adamowicz and L. Srivastava* (2004) "Trading off Health, Environmental and Genetic Modification Attributes in Foods" *European Review of Agricultural Economics* 31(3): 389-408.

1. McCann, D.*, M. M. Veeman, W. L. Adamowicz and W. Hu (2004) "Agricultural Biotechnology: A Comparison of Consumers' Preferences for Selected Policy Options" *Canadian Journal of Agricultural Economics* 52(3): 333-350.

BOOKS AND BOOK CHAPTERS

3. Wang, Y., W. Hu and Y. Lu (2021) "Agricultural Policy in the United States" by J. L. Novak, J. W. Pease and L. D. Sanders (translation), The Commercial Press.

2. Hu, W. (2017) "Using Market-Based Tools to Protect and Improve Water Quality in Kentucky" in *Shaped by Water: Kentucky's Watersheds, Landscapes, and People*, Forthcoming, B. D. Lee, A. Jones, D. Carey and J. Burch (ed.) University Press of Kentucky.

1. Veeman, M. M., W. L. Adamowicz, W. Hu and A. Huennemeyer (2004) "Canadian Attitudes to Genetically Modified Food" in *Crossing Over: Genomics in the Public Arena*, pp. 99-113, E. Einesdel and F. Timmermans (ed.) University of Calgary Press.

COMPETITIVE PRESENTATIONS (over 200, samples of first-authored talks listed, non-first authored not listed)

44. "Are Americans Willing to Pay to Improve Food Access for Others? Evidence from a Real Donation Experiment" *Selected Presentation*, Food Distribution Research Society Annual Meeting, San Diego CA, October 12-15, 2025.

43. "Turning for the Better Design and Preference Elicitation: Consumer Preferences for Restaurant Sustainability Practices" *Selected Presentation*, Agricultural and Applied Economics Association Annual Meeting, Denver CO, July 27-29, 2025.

42. "Video Instructions Mitigate Hypothetical Bias in Discrete Choice Experiments" *Selected Presentation*, Southern Agricultural Economics Association Annual Meeting, Irving TX, February 1-4, 2025.

41. "The Actionability of Household Food Waste" *Selected Track*, Agricultural and Applied Economics Association Annual Meeting, New Orleans LA, July 26-30, 2024.

40. "When Human and Artificial Intelligence Clash: Consumer Food Choices" *Selected Track*, Agricultural and Applied Economics Association Annual Meeting, New Orleans LA, July 26-30, 2024.

39. "Best Practices for Conducting and Publishing Experiments in Agricultural and Food Economics" *Selected Track*, Agricultural and Applied Economics Association Annual Meeting, Washington DC, July 23-25, 2023.

38. "Conservation under and post COVID-19: Alternative Species" *Selected Paper*, Chinese Economist Society Annual Meeting, Wuhan China, June 24-25, 2023.

37. "Decoy Effect in Food Purchases" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Anaheim CA (virtual), July 30-Aug 2, 2022.

36. "Study Registration and Pre-Analysis Plans" *Selected Paper*, European Association of Agricultural Economists Annual Meeting (virtual), September 27, 2021.

35. "Attitude and Practice of Agricultural Economists towards Pre-Analysis Plan" *Selected Paper*, International Association of Agricultural Economists Annual Meeting (virtual), August 19, 2021.

34. "Willingness to Pay for Multi-Nation Certified Organic and Protected Eco-Origin Food Labels" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Austin TX (virtual), August 1-3, 2021.

33. "Real Priming to Reduce Hypothetical Bias on Valuing an Unrelated Product" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Kansas City MO (virtual), August 10-11, 2020.

32. "Enhancing Rural Income through Public Agricultural R&D: Spatial Spillover and Infrastructure Thresholds" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Kansas City MO (virtual), August 10-11, 2020.

31. "Do Peers' Comments Mater to Farmers? Reference-dependent Choice for Rural Broadband Service" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Kansas City MO (virtual), August 10-11, 2020.

30. "Nudging away from Plastic Bags with Charitable Donations" *Selected Paper*, Southern Agricultural Economic Association Annual Meeting, Louisville KY, February 1-4, 2020.

29. "Effects of Real Elicitation on Hypothetical WTP for Unrelated Goods" *Selected Paper*, Southern Economic Association Annual Meeting, Fort Lauderdale FL, November 3-25, 2019.

28. "Pareto Improvement on Chinese Crop Insurance Design" *Selected Paper*, Chinese Economist Society Annual Meeting, Lawrence KA, April 6-7, 2019.

27. "Prospect Theory in Household Food Preferences" *Selected Paper*, Chinese Economist Society Annual Meeting, Athens GA, April 5-7, 2018.

26. "Chinese Coffee Demand" *Selected Paper*, Southern Agricultural Economics Association Annual Meeting, Jacksonville FL, February 3-6, 2018.

25. "Can the 'National Singles' Day' be a 'National Food Safety Day': Online Shopping and Food Safety" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Chicago IL, July 30-August 1, 2017.

24. "Coffee in China: Consumption, Country of Origin, Traceability, and Sustainable Production" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Chicago IL, July 30-August 1, 2017.

23. "Consumer Acceptance on Genetically Modified Food: Application of Prospect Theory" *Selected Paper*, Southern Agricultural and Applied Economics Association Annual Meeting, Mobile AL, February 4-7, 2017.

22. "Purchasing Online: How Different Are Chinese and US Farming Households" *Selected Paper*, Southern Agricultural and Applied Economics Association Annual Meeting, Mobile AL, February 4-7, 2017.

21. "Chinese Rural Consumers' Online Shopping" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Boston MA, July 31-Aug 2, 2016.

20. "Chinese Consumer Preference on Red Wine Attributes" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Boston MA, July 31-Aug 2, 2016.

19. "Chinese Rural Consumers' Online Shopping" *Selected Paper*, Chinese Economist Society Annual Meeting, Sacramento CA, April 2-3, 2016.

18. "Profitability Analysis of Wine Companies in the 'New World' and the 'Old World'" *Selected Paper*, Southern Agricultural Economics Association Annual Meeting, San Antonio TX, February 6-9, 2016.

17. "International Pork Market and Implications for American Producers: Lessons from Chinese Pork Demand" *Selected Paper*, Food Distribution Research Society Annual Meeting, Philadelphia, October 9-13, 2015.

16. "Fear and Trust: How Risk Perceptions of Avian Influenza Affect the Demand for Chicken" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, San Francisco, July 26-28, 2015.

15. "Self-Consumption, Gifting, and Chinese Wine Consumers" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, San Francisco, July 26-28, 2015.

14. "The 2014 Farm Bill and Its Implications on China-US Agricultural Trade" *Selected Paper*, Chinese Economist Society Annual Meeting, Ann Arbor MI, March 14-15, 2015.

13. "Creating Agribusiness Education Abroad in China: Institutional Support and Challenges" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Minneapolis MN, July 27-29, 2014.

12. "Chinese Farmer Participation in Hog Insurance" *Selected Paper*, Chinese Economist Society Annual Meeting, West Lafayette IN, March 14-16, 2014.

11. "Rider Preferences and Economic Values for Equestrian Trails" *Selected Paper*, Western Regional Science Association Annual Meeting, San Diego CA, February 16-19, 2014.

10. "Public Acceptance of Nanofood: Another Episode of Genetic Modification?" *Selected Paper*, Sustainable Nanotechnology Organization Annual Meeting, Santa Barbara CA, November 2-4, 2013.

9. "Do Consumers Substitute Organic for Local Food Claims? A Case of Blackberry Jam in Kentucky" *Selected Paper*, Kentucky Economic Association Annual Meeting, Frankfort KY, October 11, 2013.

8. "Local is the New Organic: Do Consumers Agree" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Washington DC, August 4-6, 2013.

7. "Farmer Participation in Hog Insurance: Case from China" *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Washington DC, August 4-6, 2013

6. "Consumer Willingness to Pay for Value-Added Fruit Products: a Payment Card Approach" *Selected Poster*, Agricultural and Applied Economics Association Annual Meeting, Pittsburgh PA, July 24-26, 2011.

5. "Would China be the next Coffee Consumption Giant?" *Selected Paper*, Southwestern Economics Association Annual Meting, Las Vegas NV, March 16-19, 2011.

4. "Should Surveys Be Conducted Online or on Paper: A Comparison" *Selected Poster*, Agricultural and Applied Economics Association Annual Meeting, Denver CO, July 25-27, 2010.

3. "Fair Trade Coffee: Marketing and Consumer Willingness-to-Pay in China" *Selected Paper*, Canadian Agricultural Economics Society Annual Meeting, Denver CO, July 25-27, 2010.

2. "What is Local and for What Foods Does it Matter?" *Selected Paper*, Southern Agricultural Economics Association Annual Meeting, Orlando FL, February 6-9, 2010.

1. "Consumer Interest in Small Fruits with Health Benefit and Purchasing Intentions for Novelty Small Fruit Products" *Selected Paper*, American Council on Consumer Interests Annual Meeting, Milwaukee WI, July 26-28, 2009.

INVITED PRESENTATIONS AND DISCUSSIONS (over 100, samples of first-authored talks listed)

20. "Why Some Sustainability Measures Fail in Reality: The Extension Margin" *Invited Talk*, Auburn University, October 6, 2023.

19. "Best Practices for Conducting and Publishing Experiments in Agricultural and Food Economics" *Invited Panelist*, Agricultural Economics Association Annual Meeting, Washington, D.C., July 23-25, 2023

18. "Certified Bee Campus: The Costs and Benefits" *Invited Talk*, Economic Outlook and Policy Webinar Series, The Ohio State University, April 12, 2023.

17. "Why Sustainability Measures May Fail in Reality" *Invited Talk*, School of Environment and Natural Resources, The Ohio State University, January 20, 2022.

16. "Supporting Farm and Food Business through Partnerships with Non-profits, Communities, and Land Grant Institutions" *Invited Talk*, National Farm Viability Conference, October 14, 2021.

15. "How Real is Real: Payment Consequentiality in Real Discrete Choice Experiments" *Invited Talk*, Pennsylvania State University, March 3, 2021.

14. "The Willingness to Accept Dilemma: Strategic Behavior, Hypothetical Bias, and Opportunities" *Invited Talk*, Lincoln University, New Zealand, September 25, 2020.

13. "Navigating through the Job Market as an International Student" *Invited Talk*, University of Florida, September 11, 2020.

12. "The Extent of Hypothetical Bias in Willingness to Accept Valuation: Evidence from a Meta-Analysis and Field Experiment" *Invited Talk*, Department of Applied Economics and Statistics, University of Delaware, November 7, 2018.

11. "The Effect of Country of Origin Image and Patriotism on Consumer Preference for Domestic versus Imported Beef" *Invited Talk*, Department of Agricultural Resource and Development Economics, the Ohio State University, April 11, 2017.

10. "Has the Time Arrived for Online Consumer Surveys: A Comparison of an Online Survey to a Traditional Mailed Survey" *Invited Talk*, Department of Food, Agricultural & Resource Economics, University of Guelph, February 26, 2016.

9. "Comparing Data Quality in Online and Mailed Surveys" *Invited Talk*, Morrison School of Agribusiness, Arizona State University, February 5, 2015.

8. "Has the Time Arrived for Online Consumer Surveys: A Comparison of an Online Survey to a Traditional Mailed Survey" *Invited Talk*, Department of Economics, Iowa State University, November 4, 2014.

7. "Best Practices in Reviewing and Responding to Reviewers: A Panel Discussion" *Panelist*, Agricultural and Applied Economics Association Annual Meeting, Washington DC, August 4-6, 2013.

6. "Consumer Preference and Demand for Fish: A Comparison between Four U.S. States" *Invited Talk*, Pacific Islands Fisheries Science Center, NOAA, Honolulu HI, July 26, 2013.

5. "Comparing Data Quality from in Person and Online Survey", *Invited Talk*, Survey Methodology Track Session, Agricultural and Applied Economics Association Annual Meeting, Seattle WA, August 12-14, 2012.

4. "Has the Time Arrived for Online Consumer Surveys: A Comparison to Mailed Survey", *Invited Talk*, Dept. of Agricultural Economics, Mississippi State Univ., October 7, 2011.

3. Chinese Agricultural Commodity Price and Demand, and Their Implications to Trade with United States, Track Session, *Discussant*, Agricultural and Applied Economics Association Annual Meeting, Denver CO, July 25-27, 2010.

2. "Academia's Bread and Butter: Key Points on Grant Writing and the Publication Process" *Track Session*, Southern Agricultural Economics Association Annual Meeting, Orlando FL, February 6-9, 2010.

1. "Enhancing Conjoint Analysis with Respondents' Self-Constructed Preferred Alternative: Application in Choices of Dolphin Excursions" *Contributed Talk*, Western Regional Project W2133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands, Austin TX, February 18-20, 2009.

SELECTED FUNDED GRANTS (total PI or Co-PI only = $3,230,489)
(* indicates graduate students I supervised)

17. Hu, W. (PI) and E. Schuster "Developing a Non-profit Incubator for Small-Scale Food Producers" InFACT Linkage&Leverage Grant, $35,000, 2020-23.

16. Rumble, J. N., S. Brummet, E. B. Buck, W. Hu (Co-PI), C. L. Knipe, and A. R. Specht "New Food Technology in an Existing Marketplace: Balancing Innovation and Tradition" CFAES SEED Grant, $78.507, 2019-20.

15. Scaglia, G., J. Gillespie, M. Bampasidou, W. Hu (Co-PI) and T. Mark "Production and Market Development for Grass-fed Beef in the Gulf Coast Region of the US" USDA Agricultural and Food Research Initiative (AFRI) Foundational Program, $499,880, 2016-19.

14. Davis, A., T. Woods and W. Hu (Co-PI) "Evaluating Best Practices – Farm to Institution" USDA Agricultural Marketing Services Federal State Marketing Improvement Program (FSMIP), $147,874, 2016-18.

13. Hu, W. (PI) and L. Meyer "UK Student Local Beef Consumption: Obstacles and Opportunities" Univ. of Kentucky Food Connection, $10,000, 2016-17.

12. Hu, W.(PI), J. Penn* and S. Zumdick "Supporting Monarchs and Pollinators through Citizen Science and Public Engagement" Univ. of Kentucky Student Sustainability Council, $18,844, 2016.

11. Hu, W. (PI) and J. Penn* "Survey of Current Use and Direction of Future Development of the UK Arboretum" Univ. of Kentucky Student Sustainability Council, $7,855, 2014.

10. Batte, M., T. Woods and W. Hu (Co-PI) "Blueberry Product Development for Local Markets" USDA Federal-State Marketing Improvement Program (FSMIP), $149,284, 2012-14.

9. Hu, W. (PI) "Canadian Consumer Preference and Willingness to Pay for Local Beef: Does the Distance and Scope Matter" Consumer and Market Demand Network (CMD), Agriculture and Agri-Food Canada, $30,000, 2011-13.

8. Grebitus, C., W. Hu (Co-PI) and G. Colson "Meeting European Consumers' Demand for Canadian Beef: Analysis of Canadian Beef from a European Perspective – the Role of Country-of-Origin Labeling" Consumer and Market Demand Network (CMD), Agriculture and Agri-Food Canada, $66,000, 2011-13.

7. Hu, W. (PI) "Economic Relationship between Wild-capture Fisheries and Marine Aquaculture" National Marine Fisheries Services, National Oceanic and Atmospheric Administration, $50,000, 2011-12.

6. Cox, N., G. Rentfrow, M. Newman, T. Woods and W. Hu (Co-PI) "Food Product Research and Development for Kentucky's Small Food Processors" Kentucky Agricultural Development Board, $358,904, 2009-10.

5. Hu, W. (PI), A. Pagoulatos and S. Workman "Assessment of Market-based Water Quality Trading System for the Kentucky River Watersheds" EPA Targeted Watersheds Grants, $264,416, 2009-11.

4. Hu, W. (PI) "Analysis of Current Market Demand for Ahi Poke and Consumer Trend Analysis" National Marine Fisheries Services, National Oceanic and Atmospheric Administration, $70,577, 2009-10.

3. Harris, T., K. Curtis and W. Hu (Co-PI) "Great Basin Sheep Slaughter and Processing Plant Feasibility Analysis" USDA Nevada Agricultural Experiment Station, $154,425, 2006-07.

2. Hu, W. (PI), K. Conley and R. Torell "Benefit and Cost Analysis of Northern Nevada Lightweight Calves Breeding Strategies" Nevada Agricultural Experiment Station, $28,468, 2006-07.

1. Curtis, K., T. Harris, S. Lewis and W. Hu (Co-PI) "Processing and Marketing of Local Meat Products: A Feasibility Analysis" USDA Nevada Agricultural Experiment Station, $120,638, 2005-06.

TEACHING

- Agricultural Financial Management (undergraduate/graduate)
  2005, 2007
  (two-time average student-evaluated teaching quality: 4.0/4.0)
- Econometrics (graduate)
  2009-2017 (every year), 2021-2026
  (nine-time average student-evaluated teaching quality: 4.9/5.0)
- Experimental/Special Learning in Agriculture (undergraduate)
  2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
  (one-on-one class; evaluation n.a.)
- Competitive Edge and Consulting Practicum (undergraduate junior and senior)
  2012, 2013, 2014, 2016, 2017, 2018, 2019
  (student-evaluated teaching quality: 3.6/4.0)
- General Issues in Agriculture (freshmen only, multidisciplinary and open to entire college)
  2008, 2009, 2010, 2012
  (recent three-time average student-evaluated teaching quality: 3.7/4.0)
- Exploring Agribusiness and Applied Economics (freshmen only)
  2024, 2025
  (student-evaluated teaching quality: 4.4/5.0)
- Mathematical Programming, Quantitative Methods and Decision Making (undergraduate)
  2004, 2006, 2011-2018 (every year), 2019 (twice), 2020-2026
  (recent six-time average student-evaluated teaching quality: 4.4/5.0)
- Natural Resource and Environmental Economics (undergraduate/graduate)
  2006
  (student-evaluated teaching quality: 3.7/4.0)
- Quantitative Economics (graduate)
  2008
  (student-evaluated teaching quality: 4.0/4.0)
- Survey Methodology (graduate)
  2022 (teaching evaluation unavailable due to small class size), 2024 (5.0/5/0)

STUDENT SUPERVISING ACTIVITIES

(in AED Economics, OSU, unless noted)

- Graduate Student Major Advisor
  34. Jialiang Chen (PhD), July 25-present
  33. Gyuchan Lee (PhD), April 25-present
  32. Zheng Hou (PhD), September 23-present
  31. Xuesen Fan (PhD), August 21-present
  30. Qi Jiang (PhD), Completed April 24
  Placement: Postdoctoral scholar, Clemson University
  29. Alan Xu (PhD), Completed July 22
  Placement: Postdoctoral Fellow, W. P. Carey School of Business, Arizona State University
  28. Yiheng Shu (PhD), Completed July 22
  Placement: Assistant Professor, College of Business, Jiangnan University

---------- Below are recorded for when I was at the Univ. of Kentucky----------

27. Gaby Mandlhate (MSc), Completed September 19
26. Ran Zhu, (MSc), Completed November 18
25. Jiaji Liang (PhD), August 17-July 18
24. Will Fox (MSc), January 17-December 17
23. GwanSeon Kim (PhD), co-advisor T. Mark, September 16-December 17
22. **Mehdi Nemati (PhD), co-advisor S. Buck, Completed June 18**
    Placement: Cooperative Extension Specialist, School of Public Policy, University of California, Riverside
21. **Jerrod Penn (PhD), Completed May 17**
    Placement: Assistant Professor, Louisiana State University, USA
20. **Fuad Alagsam (PhD), co-advisor J. Schieffer, Completed May 17**
19. Hao Dong (MSc), Completed December 16
17. Graham Soley (MSc), Completed April 15
16. Jesse Mattingly (MSc), Completed March 15
15. Jiaji Liang (MSc), Completed December 15
14. Andrew McLaughlin (MSc), Completed December 15
13. Thong Meas (MSc), Completed August 14
12. Wei Wan (MSc), Completed May 14
11. Jerrod Penn (MSc), Completed October 13
10. **Grant Cavanaugh (PhD), co-advisor J. Skees, Completed August 13**
    Placement: Portfolio Analyst, Nephila Advisors LLC
9. **Guzhen Zhou (PhD), Completed May 13**
8. Lucy Kompaniyets (MSc), co-advised with T. Woods, Completed July 12
7. **Kar Ho Lim (PhD), Completed July 12**
    Placement: Assistant Professor, Tennessee State University, USA
6. Marie Pelton (MSc), co-advised with A. Pagoulatos, Completed October 11
5. Pedro da Costa Fernandes (MSc), co-advised with A. Pagoulatos, Completed August 11.
4. Devie Poerwanto (MSc), Completed April 11
3. **Zheng Liu (PhD), co-advised with A. Pagoulatos, Completed December 09**
2. Malvern Mupandawana (MSc), co-advised with L. Maynard, Completed July 09
1. Carol Bishop (MSc), June–December 06
   Dept. of Resource Economics, Univ. of Nevada, Reno

- Graduate Student Supervisory Committee Member

61. Karnpanich Tunskul (PhD), November 25-present
60. Haotian Wu (PhD), September 25-present
59. Zhining Sun (PhD), September 24-present
58. Peng Chen (PhD), February 23-present
    Knowlton School of Architecture, OSU
57. Atiyeh Sakeni (MSc), Completed August 25
    Dept. of Agricultural Economics and Agribusiness, Louisiana State Univ
56. Xiaoyi Fang (PhD), Completed April 25
55. Jong Hoon Shin (PhD) April 25
54. Lei Xu (PhD) Completed July 24
53. Yanan Liu (PhD) Complete April 24
52. Kexin Ding (PhD) Completed December 23
51. Ziyu Guo (PhD), Completed May 21
50. Angie Liu (PhD) Completed July 22
49. Siddhartha Bora (PhD) Completed July 22
48. Xiaoliu Xu (PhD) Completed June 22
47. Ziqian Gong (PhD) July 21-May 22

46. Gina Price (PhD), January 21-May 22
45. Christina Gore (PhD) Completed April 22
44. Sarah Kessler (PhD), Complete June 21
43. Kevin Kim (PhD), Completed June 21
42. Thadchaigeni Panchalingam (PhD), Completed April 21
41. Nattanicha Chairassamee (PhD), Completed June 20
40. Hyowon Kim (PhD), Completed March 20
39. Xiao Dong (PhD), Completed October 19
38. Di Wu (PhD), Completed July 19
37. Nanxin Deng (PhD), Completed July 19
36. Kathryn Bender (PhD), Completed June 19
35. Seungbeom Kang (PhD), Completed March 19
    Dept. of City and Regional Planning, OSU
34. Sureewan Bangwan (PhD), Completed August 18
33. Karen Argabright (PhD), Completed May 18
    Dept. of Agricultural Community, Education, and Leadership, OSU

---------- Below are recorded for when I was at the Univ. of Kentucky----------

32. Xiang Li (PhD), April 13-December 17
31. Emmanuel Owusu-Amankwah (MSc), Completed November 17
30. Markus Lang (MSc), Completed November 16
29. Drew Schiavone (PhD), Completed April 15
    Dept. of Biosystems and Agricultural Engineering, Univ. of Kentucky
28. Suliman Almojel (MSc), Completed April 16
27. Yang Zou (MSc), Completed July 15
26. Ye-Tzu Chang (PhD), Completed April 15
    Dept. of Accounting, Univ. of Kentucky
25. John Barnhart (MSc), Completed December 14
24. Muhammad Ahmadin (PhD), Completed November 14
23. Will Martin (MSc), Completed September 14
22. Georgette Owusu-Amankwah (MSc), Completed August 14
21. Lijiao Hu (MSc), Completed July 14
20. Marion Robert (MSc), Completed November 13
19. Amy Camenisch (MSc), Completed November 13
    Dept. of Dietetics and Human Nutrition, Univ. of Kentucky
18. Michael Vassalos (PhD), Completed May 13
17. Ron Childress (MSc), May 10-present
16. Shang-Ho (Bruce) Yang (PhD), August 09-present
15. Yuan Gao (MSc), Completed December 11
14. Kolter Kalberg (MSc), Completed December 11
13. Justin Yang (MSc), Completed July 11
    Dept. of Community and Leadership Development, Univ. of Kentucky
12. Joy Wang (PhD), Completed May 11
11. Sam Kaninda (MSc), Completed July 10
10. Kelly Davidson (MSc), Completed November 09
9. John Woolley (MSc), Completed May 09
8. Emine Bayar (MSc), Completed May 09
7. Agus Hudoyo (PhD), Completed May 09
6. Katharine Auchter (MSc), Completed October 08
5. Lisha Zhang (MSc), Completed October 08
4. Rutherford Johnson (PhD), Completed October 07
3. Katya Boehle (MSc), Completed May 07

Dept. of Natural Resources and Environmental Management, Univ. of Hawaii at Manoa
2. Hiroe Primmer (MSc), November 06–January 07
Dept. of Economics, Univ. of Nevada, Reno
1. Slavica Vusovic (MSc), Completed December 06
Dept. of Resource Economics, Univ. of Nevada, Reno.

- Undergraduate Student Advisor: 6 students

SERVICES

- Academic Journal Reviewer (number of cases without counting reevaluation after revision; total = 195)
  - African Journal of Agricultural Research (1)
  - Agribusiness: an International Journal (4)
  - Agricultural and Resource Economics Review (3)
  - Agricultural Economics (7)
  - American Journal of Agricultural Economics (20)
  - Appetite-D (1)
  - Applied Economic Perspectives and Policy (2)
  - Applied Economics (6)
  - Applied Economics Letters (1)
  - Aquaculture (1)
  - Aquaculture Economics and Management (3)
  - Australian Journal of Agricultural and Resource Economics (3)
  - British Food Journal (2)
  - Canadian Journal of Agricultural Economics (11) (not counting articles reviewed as editor)
  - China Agricultural Economic Review (7)
  - China Economic Review (2)
  - Choices (2)
  - Climate Change (1)
  - Ecological Economics (4)
  - European Review of Agricultural Economics (7)
  - Environmental and Resource Economics (5)
  - Fishes (1)
  - Food Control (1)
  - Food Policy (16)
  - Food Quality and Preferences (2)
  - Forestry Chronicle, The (1)
  - Frontiers in Psychology (1)
  - Geneva Papers on Risk and Insurance-Issues and Practices, The (1)
  - HortScience (1)
  - Humanities and Social Sciences Communications (1)
  - International Food and Agribusiness Management Review (3)
  - International Journal of Disaster Risk Science (1)
  - International Journal of Finance & Economics (1)
  - International Journal of Hospitality Management (1)
  - Internet Research (1)
  - Journal of Agribusiness (2)
  - Journal of Agricultural and Applied Economics (12)
  - Journal of Agricultural and Resource Economics (5)
  - Journal of Agricultural Economics (3)
  - Journal of Business Economics and Management (1)
  - Journal of Cleaner Production (3)
  - Journal of Consumer Behavior (1)

  - Journal of Economic Behavior & Organization (1)
  - Journal of Environmental Economics and Management (12)
  - Journal of Environmental Economics and Policy (1)
  - Journal of Environmental Management (2)
  - Journal of Forest Economics (1)
  - Journal of Food Distribution Research (1)
  - Journal of Food Products Marketing (2)
  - Journal of Integrative Agriculture (3)
  - Journal of Risk Research (1)
  - Journal of Rural Studies (3)
  - Journal of Socio-Economics (1)
  - Journal of the Agricultural and Applied Economics Association (1)
  - Land Economics (1)
  - Land Use Policy (1)
  - Marine Policy (1)
  - Marine Resource Economics (2)
  - PLOS ONE (2)
  - Regional Science Policy and Practice (1)
  - Resource and Energy Economics (1)
  - Review of Agricultural Economics (1)
  - Review of Regional Studies (1)
  - Sustainable Production and Consumption (1)
  - Technological Forecasting & Social Change (1)
  - Technology in Society (1)
  - Water Resources Research (1)
- Academic Referee (e.g., 15-2 means 2 in 2015 and 15->10 means greater than 10 in 2015)
  - Agricultural and Applied Economics Association Annual Meetings selected papers (07->10; 08->10; 09-6; 10->10; 11->10; 17-7; 18->10; 19_>10; 20->10; 21-6; 22->10; 23->10; 24->10; 25-.10; 26->10)
  - Agricultural and Applied Economics Association best dissertation award committee (19)
  - Food Distribution Research Society Marketing Challenge judge (15,16)
  - Food Distribution Research Society award judging (07-2; 08-9; 09-7; 10-9)
  - International Agricultural Economics Association Annual Meetings selected papers (09-5)
  - International Food and Agribusiness Management Association best paper competition (12-4)
  - National Institute of Food and Agriculture, USDA (22->10)
  - National Oceanic and Atmospheric Administration funding recommendations (05-1, 15-3, 16-1, 17-1)
  - Ontario Genomics Institute (15-1)
  - Rhode Island Sea Grant (16-1)
  - Routledge Publisher, Taylor & Francis Group (11-1)
  - Southern Agricultural Economics Association Annual Meetings selected papers (06->10, 10-3)
  - Swiss National Science Foundation funding recommendations (11-1)
  - Western Agricultural Economics Association Annual Meetings selected papers (09-2)
- Department of Agricultural, Environmental, and Development Economics, OSU
  - Undergraduate Program Leader 08/24-present
  - Performance Evaluation Advisory Committee 01/21-12/24
  - Departmental Academic Affairs Committee 08/23-08/24
  - Departmental Seminar Organizing Committee 09/21-08/24
  - Honors coordinator 08/20-08/24
  - Undergraduate curriculum writing committee 08/20-10/21
  - Faculty council member 04/18-07/21

Department of Agricultural Economics, Univ. of Kentucky
- Undergraduate student national academic bowl team coach 01/12-12/17
- Graduate committee member 07/14-12/17
  07/07-06/11
- Support committee member 07/11-06/14
- Department seminar organizer 09/10-06/11
- Department monthly newsletter editor 01/08-06/11
- Award nomination committee chair 02/08-08/09
- Hiring committee 07, 08, 15
- AAEA annual meeting reunion organizer for UK and U of Tennessee 07/07

- The Ohio State University
  - Search Committee 01/26-present
    Associate Dean, College of Food, Agriculture and Environmental Sciences
  - Agroecosystem Management Program affiliated faculty member 04/25-present
    College of Food, Agriculture and Environmental Sciences
  - Fellowship Committee 01/20-09/24
    College of Food, Agriculture and Environmental Sciences
  - Ag Crisis Task Force 11/19-12/23
    College of Food, Agriculture and Environmental Sciences
  - Promotion and Tenure Committee, Vice Chair (2020) 06/18-09/21
    College of Food, Agriculture and Environmental Sciences

  University of Kentucky
  - External Review Committee for Dept. of Economics 05/14-03/15
  - College of Agriculture Associate Dean Search Committee 05/14-11/14
  - Undergraduate Research Oversight Committee 12/11-12/17
  - Asian Center Steering Committee 08/11-07/14
  - Food Systems Innovation Center Co-founder and Steering Committee 11/09-12/17
- External
  - Chair, Agricultural and Applied Economics Association Selected Presentation 2026-present
  - USDA Agricultural and Food Research Institute grants review panelist 12/22
  - USDA Cooperative State Research, Education, and Extension Service Reviewer 2021
    (Kentucky Agricultural Experiment Station)
  - Advisor for Council of Development Finance Agencies (an Ohio firm) 2020-2025
  - Advisor for FoodSphere (a nonprofit firm in Ohio) 2020-2025
  - Editorial Council, Journal of Agricultural and Applied Economics 02/18-2021
  - Scientific Advisory Board, Economia Agro-Alimentare 01/15-present
  - Chair, Agricultural and Applied Economics Association China Section 08/12-07/15
  - Award Committee, Agricultural and Applied Economics Asso. China Section 06/10-07/15
  - Topic Leader, Agricultural and Applied Economics Association Annual Meeting 10/11-07/13
  - Executive Committee (at large member), CAES 07/11-09/24
  - Editor, Canadian Journal of Agricultural Economics 07/11-09/24