

## **SHUOLI ZHAO**

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### **CONTACT INFORMATION**

Department of Agricultural Economics, University of Kentucky  
317 C.E. Barnhart Bldg.  
Lexington, KY 40546-0276

### **EDUCATION**

University of Minnesota, PhD (Applied Economics), 2018  
University of Minnesota, MSc (Applied Economics), 2014  
Shandong Agricultural University, BSc (Food Safety and Quality), 2011

### **ACADEMIC POSITIONS**

Assistant Professor, July 2020-...  
Department of Agricultural Economics  
University of Kentucky

Research Assistant Professor, December 2019 – June 2020  
Department of Agricultural and Applied Economics  
Division of Applied Social Sciences  
University of Missouri, Columbia

Postdoctoral Fellow, August 2018 – November 2019  
Department of Agricultural and Applied Economics  
Division of Applied Social Sciences  
University of Missouri, Columbia

### **RESEARCH**

#### Peer-Reviewed Publications

**Shuoli Zhao**, Yufeng Lai, Chenglong Ye, Keehyun Lee (2022) "Machine learning applications in household-level demand prediction." *Applied Economics Letters* Forthcoming.

Cuffey, Joel, Lauren Chenarides, Wenying Li, **Shuoli Zhao**. (2022) "Consumer Spending Patterns for Plant-Based Meat Alternatives." *Applied Economic Perspectives and Policy* Forthcoming.

**Zhao, Shuoli**, Lingxiao Wang, Wuyang Hu, Yuqing Zheng. (2022) "Meet the Meatless: Demand for New Generation Plant-Based Meat Alternatives." *Applied Economic Perspectives and Policy* Forthcoming.

Zheng, Yuqing, Lingxiao Wang, **Shuoli Zhao**, and Wuyang Hu. (2022) "Product sales and unintentional name association with the coronavirus pandemic." *Journal of the Agricultural and Applied Economics Association* 1(2): 136-50.

- Katare, Bhagyashree, **Shuoli Zhao**, Joel Cuffey, Maria Marshall, Corinne Valdivia. (2022) "Preferences Toward COVID-19 Diagnostic Testing Features: Results From a National Cross-Sectional Survey." *American Journal of Health Promotion* 36(1): 185-89.
- Cuffey, Joel, Christopher Lepczyk, **Shuoli Zhao**, Nicholas Fountain-Jones. (2021) "Cross-sectional association of Toxoplasma gondii exposure with BMI and diet in US adults." *PLoS Neglected Tropical Diseases* 15(10): e0009825.
- Zhao, Shuoli**, and Chengyan Yue. (2020) "Risk Preferences of Commodity Crop Producers and Specialty Crop Producers: An Application of Prospect Theory." *Agricultural Economics* 51(3): 359-72.
- Zhao, Shuoli**, and Chengyan Yue. (2020) "Investigating Consumer Community Supported Agriculture Purchasing Decision: An Application of Cumulative Prospect Theory." *Journal of Agricultural and Resource Economics* 45(1): 124-44.
- Zhou, Ruchen, Chengyan Yue, **Shuoli Zhao**, Karina Gallardo, Vicki McCracken, James Luby, and James McFerson. (2018). "Using Market Segmentation Analysis to Identify Consumer Preferences for Fresh Peach Attributes." *HortScience* 53(11): 1664-68.
- Choi, Jong, Chengyan Yue, James Luby, **Shuoli Zhao**, Karina Gallardo, Vicki McCracken, and James McFerson. (2017). "Estimation of Market Equilibrium Values for Apple Attributes." *China Agricultural Economic Review* 10(1): 135-51.
- Yue, Chengyan, **Shuoli Zhao**, Karina Gallardo, Vicki McCracken, James Luby, and James McFerson. (2017). "U.S. Growers' Willingness to Pay for Improvement in Rosaceous Fruit Traits." *Agricultural and Resource Economics Review* 46(1): 103-22.
- Zhao, Shuoli**, Chengyan Yue, James Luby, Karina Gallardo, Vicki McCracken, James McFerson, and Desmond R. Layne. (2017). "U.S. Peach Producer Preference and Willingness to Pay for Fruit Attributes." *HortScience* 52(1): 116-21.
- Zhao, Shuoli**, Chengyan Yue, Mary H. Meyer, and Charles R. Hall. (2016). "Factors Affecting U.S. Consumer Expenditures of Fresh Flowers and Potted Plants." *HortTechnology* 26(4): 484-92.
- Yue, Chengyan, **Shuoli Zhao**, Christopher Cummings, and Jennifer Kuzma. (2015). "Investigating Factors Influencing Consumer Willingness to Buy GM Food and Nano-Food." *Journal of Nanoparticle Research* 17(7): 1-19.
- Yue, Chengyan, **Shuoli Zhao**, and Jennifer Kuzma. (2015). "Heterogeneous Consumer Preferences for Nanotechnology and Genetic-modification Technology in Food Products." *Journal of Agricultural Economics* 66(2): 308-28.
- Wang, Yumeng, **Shuoli Zhao**, Zhihai Yang, and Donald J. Liu. (2015). "Food versus Crude Oil: What do Prices Tell Us? Evidence from China." *China Agricultural Economic Review* 7(3): 435-47.
- Book Chapters
- Zhao, Shuoli**, Chengyan Yue, Jennifer Kuzma. (2020) "Consumer Expectations and Attitudes toward Nanomaterials in Foods." *Handbook of Food Nanotechnology*, Elsevier, 705-733.

## GRANTS

Funded (Control): \$1,423,347 (\$695,478)

Assessing Opportunities and Challenges of Plant-Based Meat Alternatives: A Comprehensive Analysis of Consumer Preferences, Market Trends, and Production Responses. USDA NIFA Agriculture and Food Research Initiative (AFRI). 2022-2024. \$649,886. Role: **PI** (with Co-Is Pates N., Woods T., A., Mark T., B., Zheng Y.)

Are There Racial Disparities in Monthly Glucose Cycle? The Role of SNAP Participation, Payment Timing, and Food-Related Hardship on Diabetes Control. CHET/UNITE, University of Kentucky. (2021 - 2022). \$24,688. Role: **PI**.

Integrating Post-Covid Cut Flower Demand into Market Education. KY Department of Agriculture. 2021-2025. \$120,240. Role: **Co-Investigator** (with PI Woods, T. and Co-I Columbia, S.).

Southeast Dairy Business Innovation Initiative. USDA Agricultural Marketing Service, subaward through the University of Tennessee. 2021-2026. \$408,685. Role: **Co-Investigator** (with PI Woods, and Co-Is T., Burdine, K., Dant, C., and Morgan. M).

Diversifying Income and Adding Value by Manufacturing Dairy Products-Phase 3. USDA Agricultural Marketing Service, subaward through the University of Tennessee. \$168,944. Role: **Co-Investigator** (with PI Woods, T. and Co-I Burdine, K.)

The Impact of COVID-19 on Food Access (Under Core 2). UK CURE COVID-19 Pilot Program. UK Center for Clinical and Translational Science, University of Kentucky. 2020-2021. \$10,000. Role: **Co-PI** (with PI Zheng, Y).

Motivating Children's Healthy Eating in School: The Use of Monetary Incentives and Framing. 2020-2021. Research and Creative Works Strategic Investment Program Tier 3. \$30,000. Role: **Collaborator** (with PI Segovia, M. and Collaborator Nayga, R.M).

Modeling Crop Insurance Coverage Decision. Research Council Grant, University of Missouri. 2019-2020. \$10,904. Role: **Co-PI** (with PI Skevas, T).

## TEACHING

Department of Agricultural Economics, University of Kentucky

AEC 500 – Applied Consumer Economics

Teaching Evaluation: 4.8/5 (2022)

AEC 490 – Quantitative Methods and Price Analysis: Spring 2021-22

Teaching Evaluation: 4.7/5 (2021)

Division of Applied Social Science, University of Missouri

AAE 9040 – Advanced Microeconomics Theory and Application: Fall 2018-19

Teaching Evaluation: 4.7/5 (2018); 4.9/5 (2019)

Department of Applied Economics, University of Minnesota

APEC3480 – Applications of Excel in Economics and Management: Fall 2017

Teaching Evaluation: 5.8/6

## **SERVICE AND PROFESSIONAL ACTIVITIES**

### Journal Editorship

Editor: *Applied Economic Perspectives and Policy – Special Issue on Plant-Based Meat Alternatives*, 2021-2022

### Professional Service

VP of Communication: Food Distribution Research Society (FDRS), 2022-2025

Treasurer: *AAEA Institutional and Behavioral Economics Section (IBES)*, 2022-2023

Abstract Reviewer: *AAEA Annual Meeting, AAEA IBES Best Paper Award, AAEA Health Economics Section Paper Competition*

### AEC Department-Level Service

Undergraduate Program Committee, 2020-...

Conference Facility Renovation Committee, 2021-2022

Special Doctoral Prelim Exam Committee, 2022

### Peer-Reviewed Referee

*American Journal of Agricultural Economics (AJAE), Review of Development Economics, European Review of Agricultural Economics, Agricultural Economics, Agribusiness: An International Journal, China Agricultural Economics Review (CAER), Sustainability, HortScience, Journal of Agricultural and Applied Economic Association (JAAEA), Journal of Food Distribution Research, PLOS ONE, Journal of Asian Economics, Choices, Food Control, Journal of Agricultural and Resource Economics (JARE)*

### Affiliations

*American Economic Association*

*Economic Science Association*

*Agricultural and Applied Economics Association*

*Southern Agricultural Economics Association*

*Western Agricultural Economics Association*

## **PRESENTATIONS**

2022 Economic Science Association North American Meeting, Santa Barbara, CA  
Agricultural and Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA  
Southern Agricultural Economics Association (SAEA) Annual Meeting, New Orleans, LA  
The Advanced with Field Experiment 2022 Conference, U. Chicago, IL

2021 National Agricultural Marketing Summit, USDA AMS, Grapevine, TX  
Clinical Research Update, UK Center for Clinical and Translational Science, Lexington, KY  
Agricultural and Applied Economics Association (AAEA) Annual Meeting, Austin, TX

2020 Agricultural and Applied Economics Association (AAEA) Annual Virtual Meeting  
Southern Agricultural Economics Association (SAEA) Annual Meeting, Louisville, KY

2019 Southern Agricultural Economics Association (SAEA) Annual Meeting. Birmingham, AL

2018 The Division of Applied Social Science, University of Missouri, Columbia, MO  
Department of Agricultural Economics, Zhejiang University, Hangzhou, China

School of Economics and Business, China Agricultural University, Beijing, China  
School of Economics and Business, Huazhong Agricultural University, Wuhan, China

- 2017 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Chicago, IL  
International Turfgrass Society, New Brunswick, NJ  
American Floral Endowment (AFE), Invited Workshop, Quito, Ecuador  
Agricultural and Applied Economics Seminar, Applied Economics, University of Minnesota
- 2016 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA  
American Society for Horticultural Science (ASHA) Annual Meeting, Atlanta, GA
- 2014 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN

### **MEDIA COVERAGE**

- “Meat industry not threatened by plant-based alternatives, study suggests” [Ohio State News](#), Apr. 11, 2022
- “Meat alternative sales are up, but not enough to bite into meat sales” [St. Louis Public Radio](#), Mar. 7, 2022
- “UK research: Plant-based meat alternatives growing but not enough to impact beef industry” [Times-Tribune](#), Feb. 27, 2022
- “Free COVID-19 tests available to order as U.S. website launches Wednesday” [Spectrum News](#), Jan. 18, 2022
- “Study Finds Americans Value More Options When it Comes to COVID-19 Testing” [UKnow@UKY News](#), Nov. 3, 2021

### **GRADUATE AND POST-GRADUATE ADVISING**

#### Postdoctoral Scholar Advising

Keehyun Lee, PhD graduated from Texas A&M University, 2021-...

Yawotse Dzidula-Enyo Nouve, PhD Graduated from the University of Georgia, 2023-...

#### Graduate Advising

Saber Feizy, PhD, Expected 2022

#### Committee Member

Azita Varziri, PhD, Expected 2022

Favour Esene, MS, Expected 2023

Leo Kyaw Zin, MS, 2022

Laxmi Devi Adhikari, MS, 2022 (PhD in Agricultural Economics, Purdue University)

Lingxiao Wang, PhD, 2021 (Postdoctoral Research Associate, University of Wisconsin-Madison)

Lan Tran, PhD, University of Missouri, Columbia, 2022

Emma Boase, MS, University of Missouri, Columbia, 2018 (Manager, PwC New Zealand)

### **AWARD**

Research Activity Award, College of Agriculture, Food and Environment, University of Kentucky, 2021-2022

Alumni Society Graduate Student Professional Development Award, CFANS, UMN, 2017