

YUQING ZHENG

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EDUCATION

08/2006 **Ph.D., Auburn University**, Auburn, AL, USA, in Applied Economics
09/2007-05/2008 **Cornell University**, took courses in Ph.D. level Industrial Organization and Regulation and Empirical Analysis of Industrial Organization
05/2003 **M.S., Auburn University**, in Agricultural Economics & Business
07/1999 **B.S., Zhejiang University**, China, in Economics

EXPERTISE

Food and agricultural marketing/policy, health and food safety economics, consumer behaviors, applied econometrics

EMPLOYMENT

07/2022–Present **H.B. Price Professor, University of Kentucky**

08/2014–Present **Professor** (07/2024), associate professor (with tenure 07/2018), assistant professor, **University of Kentucky**, Department of Agricultural Economics

04/2022–Present **Adjunct associate professor**, the Charles H. Dyson School of Applied Economics and Management, SC Johnson College of Business, Cornell University

11/2021–Present **Adjunct associate professor**, Department of Community Development and Applied Economics, University of Vermont

09/2019–Present **Adjunct professor**, Zhejiang University, Food Systems and Policy Overseas Academician Join Lab

01/2012-08/2014 **Research Economist, RTI International**, Food and Nutrition Policy Research Program, RTP, NC. Wrote proposals, managed and implemented research projects

09/2006-12/2011 **Research Associate, Cornell University**, the Charles H. Dyson School of Applied Economics and Management, Cornell University (Supervisor: Harry Kaiser)

05/2004-12/2005 **Instructor, Auburn University – Montgomery**, School of Business, Department of Economics, Montgomery, AL (instructor for nine courses)

10/2000-05/2001 **Project Manager, Hangzhou Hi-Technology Venture Capital Funds**, China

05/1999-10/2000 **Investment Analyst, Guotai and Junan Investment Bank**, China

RESEARCH

Legend: *: student

+: corresponding author

WOS denotes Web of Science

TC denotes Journal Total Cites

Rank: #/Number of journals

**: postdoc, visiting scholar

~: senior author

JIF denotes Journal Impact Factor

SJR denotes Scimago Journal Rank

SNIP denotes Source Normalize Impact per Paper

I. Peer Reviewed Journal Articles

1. Wang, L. *, W. Li, and Y. **Zheng**. 2024. "Does the Advertising of Plant-based Burger Attract Meat Consumers? The Influence of New Product Advertising on Consumer Responses?" forthcoming in *Agribusiness: An International Journal*.
2. Nogue, Y. **, S. Zhao, and Y. **Zheng**. 2024. "Decoding the Misperception: Exploring Measurement Error in Self-Rated Assessments of Diet Quality", forthcoming in *Food Quality and Preference*.
3. Deng, X. *~ and Y. **Zheng**⁺. 2024. "Estimating the Effects of E-cigarette Taxes: A Generalized Synthetic Control Approach", *Applied Economics*, forthcoming.
4. Wang L. *, and Y. **Zheng**. 2024. "Why are Grocery Foods Taxed in the United States? Theory and Spatial Evidence from Multilevel Government Interactions", *Regional Science and Urban Economics*, 104, 103959. <https://doi.org/10.1016/j.regsciurbeco.2023.103959>
5. Wang L. *, Y. **Zheng** and H. Kaiser. 2023. "Do Taxes on Groceries Increase Body Weight and Restaurant Food Expenditures? Theory and Evidence from the PSID Data", *Food Policy*, 118, 102476. <https://doi.org/10.1016/j.foodpol.2023.102476>
6. Jin S.~, B. Ma, Y. **Zheng**, X. Jin⁺**, and W. Wu. 2023. Short-term Impact of Food Safety Standards on Agri-Product Exports, -- Evidence from Japan's Positive List System on Chinese Vegetable Exports, *Journal of Agricultural Economics*, 75(1). <https://doi.org/10.1111/1477-9552.12561>
7. **Zheng**, Y.^{+,~}, A. Gracia, and L. Hu*. 2023. "Predicting Foodborne Disease Outbreaks with Food Safety Certifications: Econometric and Machine Learning Analyses", *Journal of Food Production*, 86(9), 100136. <https://doi.org/10.1016/j.jfp.2023.100136>
8. Tang, S. ~**, T. Li⁺, and Y. **Zheng**. 2023. "Effects of Higher Minimum Quality Standards on Food Safety: Evidence from Criminal Cases Found in China's Court Documents", *Journal of Food Protection*, 86(7), 100098. <https://doi.org/10.1016/j.jfp.2023.100098>
9. Deng, X. *~, J.S. Butler, and Y. **Zheng**⁺. 2023. "An Empirical Analysis of E-cigarette Addition", *Journal of Applied Economics*, 26(1), 2223953 <https://doi.org/10.1080/15140326.2023.2223953>
10. **Zheng**, Y.^{+,~}, and T. Bar. 2023. "Certifier Competition and Audit Grades: An Empirical Examination using Food Safety Certification", *Applied Economic Perspectives and Policy*, 45(1): 182–196. <https://doi.org/10.1002/aep.13211>
11. Hu, L. ^{+,~,*}, Y. **Zheng**, T. Woods, Y. Kusunose, and S. Buck. 2023. "The Market for Private Food Safety Certifications: Conceptual Framework, Review, and Future Research Directions", *Applied Economic Perspectives and Policy*, 45(1): 197–220. <https://doi.org/10.1002/aep.13226>
12. 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. <https://doi.org/10.1002/aep.13232>

13. Kolondinsky^{+,~}, J., J. Buzas, and **Y. Zheng**. 2022. “Neither, either, or both? Who sees GM and non-GM food labels”, *Journal of the Agricultural and Applied Economics Association*, 1(4): 385–401. <https://doi.org/10.1002/jaa2.32>
14. Shen, Y.^{~*}, J. Hong^{+,~}, and **Y. Zheng**. 2022. “Consumers’ Cognitive Bias and Willingness to Pay for Chilled Pork Evidence from Science Experiments and Auctions in China”, *Food Control*, 141:109169. <https://doi.org/10.1016/j.foodcont.2022.109169>
15. **Zheng, Y.**^{+,~}, L. Wang^{*}, S. Zhao, and W. Hu. 2022. “Product Sales and Unintentional Name Association with the Coronavirus Pandemic”, *Journal of the Agricultural and Applied Economics Association*, 1(2): 136–150. <https://doi.org/10.1002/jaa2.18>
16. J. Zhao^{~*}, H.M. Kaiser^{+,~}, **Y. Zheng**[~]. 2022. “Do Grocery Food Taxes Incentivize Participation in SNAP?”, *Regional Science and Urban Economics*, 95(C). <https://doi.org/10.1016/j.regsciurbeco.2021.103736>
17. Tang, S.^{~**}, **Y. Zheng**, T. Li, and L. Zhou⁺. 2021. “The Hold-up Problem in China’s Broiler Industry: Empirical Evidence from Jiangsu Province”, *Canadian Journal of Agricultural Economics*, 69(4): 539–554. <https://doi.org/10.1111/cjag.12297>
18. **Zheng, Y.**^{+,~}, J. Zhao^{*}, S. Buck, S. Burney^{*}, H.M. Kaiser, N.L. Wilson. 2021. “Putting Grocery Food Taxes on the Table: Evidence for Food Security Policy-Makers”, *Food Policy*, 101: 102098. <https://doi.org/10.1016/j.foodpol.2021.102098>
19. Wang, L.^{+,~*}, **Y. Zheng**, S. Buck, D. Dong, and H.M. Kaiser. 2021. “Grocery Food Taxes and U.S. County Obesity and Diabetes Rates”, *Health Economics Review*, 11, article number 5. <https://doi.org/10.1186/s13561-021-00306-2>
20. Zhou, J.^{+,~}, Y. Wang, R. Mao, and **Y. Zheng**. 2021. “Examining the role of border protectionism in border inspections: PSVAR evidence from FDA import refusals on China’s agricultural exports”, *China Agricultural Economic Review*, 13(3): 593–613. <https://doi.org/10.1108/CAER-09-2020-0215>
21. Zarebanadkoki, S.^{+,~*} and **Y. Zheng**. 2021. “Consumer Preferences for E-cigarette Flavor, Nicotine Strength, and Type: Evidence from Nielsen Scanner Data”, *Nicotine and Tobacco Research*, 23(5): 823–828. <https://doi.org/10.1093/ntr/ntaa238>
22. Wang, L.^{+,~*}, **Y. Zheng**, and S. Buck. 2021. “How Does the Affordable Care Act Affect Cigarette Consumption? - The Mechanism and Heterogeneity”, *Journal of Consumer Affairs*, 55(3): 763–791. —nominated by the [American Council on Consumer Interests](#) (ACCI) for the *Journal of Consumer Affairs* Best Article Award of 2021. <https://doi.org/10.1111/joca.12367>
23. Zarebanadkoki, S.^{+,~*}, M. Asgali^{*}, **Y. Zheng**, and T. Woods. 2020. “Consumer proximity and brand loyalty in craft soda marketing: A case study of Ale-8-One”, *Agribusiness: an International Journal*, 36(4): 522–541. <https://doi.org/10.1002/agr.21661>
24. Dong, D.^{+,~}, **Y. Zheng**, and H. Stewart. 2020. “The Effects of Food Sales Taxes on Household Food Spending: An Application of Censored Cluster Model”, *Agricultural Economics*, 51(5): 669–684. <https://doi.org/10.1111/agec.12585>
25. Lawani, A.^{+,~*}, M. Reed, T. Mark, and **Y. Zheng**. 2019. “Impact of Reviews on Price: Evidence from Sentiment Analysis of Airbnb Reviews in Boston”, *Regional Science and Urban Economics*, 75: 22–34. <https://doi.org/10.1016/j.regsciurbeco.2018.11.003>

26. Vardon, P.^{+,~}, A. Sassi, **Y. Zheng**, and D. Birur. 2019. “Fukushima: U.S. Response and the Short-Term Impact on U.S.-Japan Trade in Fish and Seafood”, *Journal of Benefit-Cost Analysis*, 10(3): 351–378. <https://doi.org/10.1017/bca.2019.19>
27. **Zheng, Y.**^{+,~}, S. Jin, and J. Zhang. 2019. “The Twenty-First Century Agribusiness in China: E-Commerce, Consumer Preference, and Competition”, *Agribusiness: an International Journal*, 35(1): 3–5. <https://doi.org/10.1002/agr.21587>
28. 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.
29. Bar, T.^{+,~}, and **Y. Zheng**[~]. 2019. “Choosing Certifiers: Evidence from the British Retail Consortium Food Safety Standard”, *American Journal of Agricultural Economics* 101(1): 74–88. <https://doi.org/10.1093/ajae/aay024>
30. **Zheng, Y.**^{+,~}, D. Dong, S. Burney*, and H.M. Kaiser. 2019. “Eat at Home or Away from Home? The Role of Grocery and Restaurant Food Sales Taxes”, *Journal of Agricultural and Resource Economics* 44(1): 98–116.
31. Zarebanadkoki, S.^{+,~*}, M. Nemati*, and **Y. Zheng**. 2018. “A Systematic Review of Consumer Preference for E-Cigarette Attributes: Flavor, Nicotine Strength, and Type”, *PloS One* 13(3): e0194145. DOI: 10.1371/journal.pone.0194145
32. Chen, B.^{+,~*}, M. Saghaian, and **Y. Zheng**. 2018. “Organic Labelling, Private Label, and U.S. Household Demand for Fluid Milk”, *Applied Economics* 50(28): 3039–3050. <https://doi.org/10.1080/00036846.2017.1414936>
33. **Zheng, Y.**^{+,~}, D. Wood, H. H. Wang, and J. P. H. Jones. 2018. “Predicting Potential Impacts of China’s Retaliatory Tariffs on the U.S. Farm Sector”, *Choices*, 2nd Quarter. —2019 AAEA Quality of Communication Award Recipient —Discussed in Bloomberg article “[Trump’s \\$28 Billion Trade War Bailout Is Overpaying Farmers](#)”, December 4, 2019.
34. **Zheng, Y.**^{+,~}, C. Zhen, D. Dench, J. Nonnemaker. 2017. “U.S. Tobacco Demand in a System Framework.” *Health Economics*, 26(8): 1067–1086. DOI: 10.1002/hec.3384
35. Mohamad, R.^{+,~*}, and **Y. Zheng**. 2017. “Diffusion of International Food Safety Standards: The Role of Domestic Certifiers and International Trade”, *Journal of Agricultural and Applied Economics*, 49(2): 296–322.
36. **Zheng, Y.**^{+,~}, A. Sassi, M. Muth, D. Birur, S. Karns, J. Brophy, and S. Bradley. 2017. “The Role of a Production Capacity Limit in International Trade Policy Analysis”, *Journal of International Agricultural Trade and Developments*, 10(2): 167–181.
37. Kim, G.^{+,~*}, and **Y. Zheng**. 2017. “U.S. Nonalcoholic Beverage Demand: Evidence from AIDS Model with Dynamic Effect”. *Journal of Agribusiness*, 35(1): 1–14.
38. **Zheng, Y.**, C. Zhen, J. Nonnemaker, D. Dench. 2016. “Advertising, Habit Formation, and U.S. Tobacco Products Demand.” *American Journal of Agricultural Economics*, 98(4): 1038–54.
39. **Zheng, Y.**, and H.M. Kaiser. 2016. “Submission Demand in Core Economics Journals: A Panel Study.” *Economic Inquiry*, 54(2): 1319–38.

40. Zhang, D., and **Y. Zheng**. 2016. "The Role of Price Risk in China's Agricultural and Fisheries Exports to the US." *Applied Economics*, 48(41): 3944–60.
41. **Zheng, Y.**, E. McLaughlin, and H.M. Kaiser. 2013. "Taxing Food and Beverages: Theory, Evidence, and Policy." *American Journal of Agricultural Economics*, 95(3): 705–23 (**Best Economics Paper Award for 2013**, AAEA Food Safety and Nutrition Section).
42. **Zheng, Y.**, E. McLaughlin, and H.M. Kaiser. 2013. "Salience and Taxation: Salience Effect vs. Knowledge Effect." *Applied Economics Letters*, 20(5): 508–10.
43. **Zheng, Y.**, and H.M. Kaiser. 2013. "Optimal Exclusion by Producer Quality for a Two-sided Farmers Market." *Applied Economics*, 45(23): 3360–69.
44. Francis, J., and **Y. Zheng**. 2012. "Trade, Geography and the Skill Premium in U.S. Manufacturing." *Economic Inquiry*, 50(3): 652–66.
45. Francis, J., and **Y. Zheng**. 2012. "Trade, Geography and Industry Growth in U.S. Manufacturing." *Southern Economic Journal*, 78(4): 1222–41.
46. **Zheng, Y.**, and H.M. Kaiser. 2012. "Price Discrimination in the Subscription Market for Economics Journals." *Southern Economic Journal*, 79(2): 464–80.
47. Kinnucan, H. W., Smith, M. D., **Zheng, Y.**, & Llanes, J. R. (2012). The Effects of No Child Left Behind on Student Performance in Alabama's Rural Schools. *Regional and Sectoral Economic Studies*, 12(1), 1–10.
48. **Zheng, Y.**, and H.M. Kaiser. 2011. "Price Premiums for Journal Quality and Journal Governance: Evidence from Economics Journals." *Economics Letters*, 112(1): 125-27.
49. Francis, J., and **Y. Zheng**. 2011. "Trade Liberalization, Unemployment and Adjustment: Evidence from NAFTA Using State Level Data." *Applied Economics*, 43(13): 1657–71.
50. **Zheng, Y.**, T. Bar, and H.M. Kaiser. 2010. "Generic Advertising in an Asymmetric Cournot Oligopoly." *American Journal of Agricultural Economics*, 92(3): 740–54.
51. **Zheng, Y.**, H.W. Kinnucan, and H.M. Kaiser. 2010. "Measuring and Testing Advertising-Induced Rotation in the Demand Curve." *Applied Economics*, 42(13, lead article): 1601-14.
52. **Zheng, Y.**, and H.M. Kaiser. 2010. "Nonparallel Demand Increases in an Asymmetric Cournot Oligopoly." *Applied Economics Letters*, 17(9, lead article): 829-33.
53. **Zheng, Y.**, and H.M. Kaiser. 2009. "Dairy-borne Disease Outbreak and Milk Demand: A Study using Outbreak Surveillance Data." *Agricultural and Resource Economics Review*, 38(3): 330–37.
54. **Zheng, Y.**, and H.M. Kaiser. 2009. "Evaluating the Effectiveness of Generic Advertising versus Nonadvertising Marketing Activities on New York State Milk Markets." *Agribusiness: an International Journal*, 25(3): 351–68.
55. **Zheng, Y.**, and H.M. Kaiser. 2008. "Advertising and U.S. Nonalcoholic Beverage Demand." *Agricultural and Resource Economics Review*, 37(2, lead article): 147–59.

56. **Zheng, Y.**, and H.M. Kaiser. 2008. “Estimating Asymmetric Advertising Response: An Application to U.S. Nonalcoholic Beverage Demand.” *Journal of Agricultural and Applied Economics*, 40(3): 837–49.
57. **Zheng, Y.**, H.W., Kinnucan, and H. Thompson. 2008. “News and Food Price Volatility.” *Applied Economics*, 40(13, lead article): 1629–35.
58. Kinnucan, H.W., **Y. Zheng**, and G. Brehmer. 2006. “State Aid and Student Performance: A Supply-Demand Analysis.” *Education Economics*, 14(4): 487–509.
59. Kinnucan, H.W., and **Y. Zheng**. 2004. “Advertising’s Effect on the Market Demand Elasticity: A Note.” *Agribusiness: An International Journal*, 20(2): 181–88.

II. Book Chapters (Peer Reviewed)

Kinnucan, H. W. and Y. Zheng. “National Benefit-Cost Estimates for the Dairy, Beef, Pork and Cotton Promotion Programs.” Chapter 12 in H. Kaiser, J.M. Alston, J. Crespi, and R.J. Sexton (eds.) *The Economics of Commodity Promotion Programs: Lessons from California*. New York, NY: Peter Lang Publishing, 2005.

III. Popular Articles (Peer Reviewed)

Kinnucan, H. W. and Y. Zheng. “Some Observations on Benefit-Cost Ratios.” *NICPRE Quarterly*, Vol. 12, No. 2, Cornell University, 2006.

IV. Invited Papers

“Food Price News and Volatility.” Invited paper presented at the *100th Anniversary Ceremony conference entitled “Globalization and Chinese Agriculture”*. China Agricultural University, Beijing, September 17, 2005. Compiled in the conference proceedings.

WORKING PAPERS (* denotes current or former student)

60. Hu, L.* and **Y. Zheng**. “Identifying Impact of Recall on Infant Formula: Within vs. Across Brands”, under first revision with *Journal of the Agricultural and Applied Economics Association*.
61. Hu, L.* and **Y. Zheng**. “Do Food Safety Certifications Really Improve the Safety of our Food System”, in preparation for submission.
62. Zhao J.*, **Y. Zheng**, H. Kaiser, and C. Barrett. “Grocery tax pass through: Empirical Evidence from Scanner data”, in preparation for submission to *American Economic Journal: Applied Economics*.
63. **Zheng, Y.**, J. Kolondonsky, T. Mark, J. Buzas, H. Lacasse*. “Marijuana Policy and Hemp Demand: Carry Over Effect?”, in draft stage.

RESEARCH CONTRACTS/GRANTS AND CONSULTING (INTERNAL GRANT: *, TOTAL: 2,506,918; MY DIRECT CONTROL: \$1,450,173 SINCE MY LAST PROMOTION)

1. **Title of Project:** A Comprehensive Study of Non-GMO and Bioengineered Disclosures: Consumer Preference, Producer Impact, and Certifier Choice.
Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)
Amount of Request: \$799,481 (Total)
 Effective and Expiration Dates: 2024-2027
Collaborators: Yuqing Zheng (PI, UKY), Shuoli Zhao, Tyler Mark, Jane Kolodinsky [CI] and Lijiao Hu (Chico State University)

2. **Title of Project:** Food Assistance Program Participation and Use: The Roles of Electronic Benefit Transfer and Grocery Taxes Using the PSID and Scanner Data
Source of Support: USDA-ERS Cooperative Agreement
Amount Funded: \$30,000 (Total), and My Direct Control: \$30,000
Effective and Expiration Dates: 2023-2025
Collaborators: Yuqing Zheng (PI, UKY)
Role: will fund a joint postdoc with Cornell University

3. * **Title of Project:** You Are What You Eat: Connecting Health Outcomes with Grocery Food Purchases, Food Insecurity, and Healthy Eating Index
Source of Support: Center for Health Equity Transformation (CHET), University of Kentucky
Amount Funded: \$25,000 (Total), and My Direct Control: \$25,000
Effective and Expiration Dates: 2023-2024
Collaborators: Yuqing Zheng (PI, UKY)
Role: We will investigate a connection between food purchase and health using a machine learning method

4. **Title of Project:** Investigating Market Opportunities for Novel Hemp-based Products.
Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)
Amount Funded: \$800,000 (Total); My shared direct control: \$195,000
Effective and Expiration Dates: 2023-2027
Collaborators: Yuqing Zheng (Co-PI, UKY), Jane Kolodinsky [PI, UVM], and Tyler Mark
Role: We investigate market opportunities for hemp-based products; I coauthored the proposal and will lead the consumer side scanner data analysis for demand modeling

5. **Title of Project:** Valuating the U.S. Hemp Market: From Producers to Consumers
Source of Support: USDA-ERS Cooperative Agreement
Amount Funded: \$140,000 (Total); My shared direct control \$140,000
Effective and Expiration Dates: 2022-2024
Collaborators: Yuqing Zheng (Co-PI, UKY), Tyler Mark (PI, UKY), Jane Kolodinsky (UVM)
Role: We lead a nationwide evaluation of the hemp industry for potential growth and risk management tools. I will lead the consumer side analysis and jointly supervise a graduate student

6. **Title of Project:** Assessing Opportunities and Challenges of Plant-Based Meat Alternatives: A Comprehensive Analysis of Consumer Preferences, Market Trends, and Production Responses
Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)
Amount Funded: \$649,886 (Total), and my shared direct control: \$198,139
Effective and Expiration Dates: 2022-2024
Collaborators: Yuqing Zheng (Co-PI, UKY), Shuoli Zhao [PI, UKY], Tyler Mark, Nick Pates, and Tim Woods
Role: We assess opportunities of plant-based meat alternatives. I coauthored the proposal, am leading the consumer side scanner data analyses and jointly supervising an funded postdoc

7. * **Title of Project:** Using Latest Scanner Data to Study the Impact of COVID-19 on Food Access
Source of Support: National Center for Research Resources and the National Center for Advancing Translational Sciences, National Institutes of Health, through UK Center for Clinical and Translational Science (Pilot Program)
Amount Funded: \$10,000 (Total), and My Direct Control: \$10,000
Effective and Expiration Dates: 2020-2021
Collaborators: Yuqing Zheng (PI, UKY), Shuoli Zhao [co-PI, UKY]
Role: As a pilot study, we leveraged this funding to obtain the larger funding listed in bullet # 3.

8. * **Title of Project:** Assemble E-cigarette Attribute Database

Source of Support: University of Kentucky College of Agriculture, Food, and Environment
Research Activity Award

Amount Funded: \$1,800 (Total), and My Direct Control: \$1,800

Effective and Expiration Dates: 2018-2019

Collaborators: Yuqing Zheng (PI, UKY)

Role: Supervised to assemble a database for doctoral student' dissertation

9. **Title of Project:** Quantifying Grocery Tax Impacts on Health Utilizing Multiple State Tax Changes

Source of Support: USDA-ERS Cooperative Agreement

Amount Funded: \$30,000 (Total), and My Direct Control: \$30,000

Effective and Expiration Dates: 2018-2019

Collaborators: Yuqing Zheng (PI, UKY)

Role: Partly funded a Ph.D. student

10. **Title of Project:** Developing USDA Trade Impact Model

Source of Support: USDA, through RTI International

Amount Funded: \$12,000 (Total), and My Direct Control: \$12,000

Effective and Expiration Dates: 2017-2018

Role: I consulted for the USDA in developing a trade model

11. * **Title of Project:** Locally Sourced Ingredients in Craft Soda Production

Source of Support: UK Food Connection Grant (University of Kentucky internally competitive)

Amount Funded: \$8,250 (Total), and My Direct Control: 0

Effective and Expiration Dates: 2017-2018

Collaborators: Yuqing Zheng (faculty co-PI, UKY), Samane Zarebanadkoki (student PI)

Role: Faculty advisor for obtaining student funding

12. 08/2015–08/2017 Source: USDA ERS Coop Grant, Food Economics Division.

Title: **Examining How Consumers Respond to Price Changes in Groceries versus Restaurants: A Natural Experiment from Food Tax Exemption using the FoodAPS Data** (total \$30,000), Role: PI

13. 08/2015–07/2016 Source: UK Food Connection Grant (University of Kentucky internally competitive)

Title: **Impact of Local Government Tax Policy on Food Insecurity** (total \$3,000)

Role: Faculty co-PI; student co-PI: Shaheer Burney

14. 09/2014–03/2015 Consulting for RTI International on FDA Food Regulations and Policies (\$15,600)

15. 09/2012–09/2014 Source: FDA/Center for Food Safety & Applied Nutrition; awarded to RTI International

Title: **Food Regulation and Enforcement Policy Trade Impact Model** (total \$749,776). Nationally competitive.

Develop a computational model that FDA can use to quickly analyze the effects of potential FDA policy options on the international food trade

Role: PI (wrote and led the proposal), project director after award

16. 09/2012–09/2014 Awarded to RTI International, Source: FDA

Title: **Economic Studies of FDA Regulations** (total \$9,000,000). Nationally competitive.

Role: wrote the “Develop Methods and Databases to Measure Economic Effects of Regulatory Actions” technical section of the proposal, proposed task order leader after award

17. 2006–2011, Source: New York State Milk Promotion Advisory Board, USDA; awarded to Cornell University

Titles: **The Economic Impacts of Generic Milk Advertising and Promotion Programs** (\$1,000,000)

Role: Senior staff, conducted econometric analyses

CONFERENCE & INVITED SPEAKER PRESENTATIONS

Abbreviation: *AAEA–Agricultural & Applied Economics Association*
 SAEA–Southern Agricultural Economics Association

1. **Zheng, Y.** and L. Hu (September 8, 2023), Do Food Safety Certifications Really Improve the Safety of Our Food System? Evidence From the U.S. Meat, Poultry, and Egg Industry, Spanish Association of Agricultural Economists meeting, Zaragoza, Spain
2. **Zheng, Y.**, A. Gracia, and L. Hu (August 29, 2023), Predicting Foodborne Disease Outbreaks with Food Safety Certifications: An Machine Learning Approach for the United States and Europe, European Association of Agricultural Economists (EAAE) meeting, Rennes, France
3. Nogue, Y., S. Zhao, and **Y. Zheng** (July 24, 2023), Price Premia Estimation of Non-GMO Products Using Index, AAEA Annual Meeting, Washington, D.C.
4. **Zheng, Y.**, (January 25, 2023), Introduction on Nielsen Scanner Data and Research Applications, University of Kentucky Martin School of Public Policy (Invited).
5. Wang, L., S. Zhao, W. Li, and **Y. Zheng** (February 5, 2023), Voluntary Certification Decision for Labeling: Evidence from the Non-GMO Verification Program, SAEA Annual Meeting, Oklahoma City, OK
6. Zhao, S., K. Lee, and **Y. Zheng** (February 5, 2023), the Economics of Multi-Labeling in the Food Industry: Evidence from Certified Organic and Non-GMO Labels, SAEA Annual Meeting, Oklahoma City, OK
7. **Zheng, Y.**, (November 14, 2022), Food Safety Certification: Theory and Empirical Evidence, University of Zaragoza (Spain), Faculty of the Veterinary Science (Invited)
8. Hu, L., and **Y. Zheng** (August 2, 2022), the Impacts of Food Safety Certification on Producers’ Safety Outcomes, AAEA Annual Meeting, Anaheim, CA
9. Wang, L., **Y. Zheng**, and S. Buck (May 19, 2022), How Does the Affordable Care Act Medicaid Expansion Affect Cigarette Consumption? – The Mechanism and Heterogeneity, American Council on Consumer Interests Annual Meeting, Clearwater, FL
10. Wang, L., S. Zhao, W. Hu, and **Y. Zheng** (October 19, 2021), Meet the Meatless: Demand Market for Plant Based Meat Alternatives, Food Distribution Research Society National Agricultural Marketing Summit, online
11. **Zheng, Y.**, (October 10, 2021), Food Safety Certification: Review, Theory and Empirical Evidence, Department of Agricultural Economics and Rural Sociology, Auburn University (Invited)
12. Wang, L., and **Y. Zheng** (August 10, 2020), Spatial Grocery Sales Tax Competition among Local Governments: Evidence from the U.S. Counties, AAEA Annual Meeting, online
13. Wang, L., and **Y. Zheng** (February 2, 2020), Grocery Taxes and Health Outcomes: Evidence from Decade-Long U.S. State and County Tax Changes, SAEA Annual Meeting, Louisville, KY
14. **Zheng, Y.**, (October 15, 2018), Introduction to Food Safety certification, Department of Agricultural Economics and Agribusiness at the University of Arkansas-Fayetteville (invited)
15. Zare, S., and **Y. Zheng** (August 5, 2018), Consumer Preference for E-cigarette Attributes, AAEA Annual Meeting, Washington, D.C.
16. “Audit Grades in Food Safety Certification.” *Southern Agricultural Economics Association Annual Meeting, Mobile, AL*, Feb 5-8, 2017.
17. “Strategic Selection of Certifiers: Evidence from the BRC Food Safety Standard.” *Agricultural and Applied Economics Association Annual Meeting*, San Francisco, CA, July 26-28, 2015.
18. “The Role of Production Capacity Limits in International Trade Policy Analysis.” *Southern Economics Association*, 76th Annual Meeting. Atlanta, GA, November 18-21, 2014.
19. “U.S. Tobacco Product Demand in a System Framework.” *Agricultural and Applied Economics Association Annual Meeting*, Minneapolis, MN, July 26-28, 2014.
20. “Modeling FDA’s New Food Safety Policies on China-U.S. Trade.” 5th China Agricultural Economics-IFPRI Annual Conference, Wuhan, China, October 17-18, 2013.
21. “The Impact of Food Safety Third-Party Certifications on China’s Food Exports to the United States.” *Agricultural and Applied Economics Association Annual Meeting*, Washington D.C., July 26-28, 2013.
22. “Consumer Income and Knowledge on Tax Status on Food and Beverages.” *Agricultural and Applied Economics Association Annual Meeting*, Seattle, WA, August 12-14, 2012.

23. "Dairy-borne Disease Outbreak and Milk Demand." winter 2009 joint FAMPS & NEC-63 conference on "Promotion through Consumer Information on Food Credence Attributes", San Diego, CA, February 1-3, 2009.
24. "Have Growth in Export Demand and Import Supply Increased the Skill Premium in the United States?" Midwest International Economics & Economic Theory Meetings, Columbus, OH, October 3-5, 2008.
25. "Generic Advertising in an Asymmetric Cournot Oligopoly." *Research Committee on Commodity Promotion (NEC-63) Spring Meeting*, Hilton Head Island, SC, March 14-16, 2008.
26. "Evaluating the Effectiveness of Generic Advertising versus Nonadvertising Marketing Activities." *Research Committee on Commodity Promotion (NEC-63) Spring Meeting*, Hilton Head, SC, March 14-16, 2008.
27. "Falling Trade Costs and Rising Wage Inequality: The Role of Labor Market Sorting." with John Francis, *Southern Economics Association, 77th Annual Meeting*. New Orleans, LA, November 19-21, 2007.
28. "Trade, Geography and Rising Wage Inequality in U.S. Manufacturing." with John Francis, *Southern Economics Association, 77th Annual Meeting*. New Orleans, LA, November 19-21, 2007.
29. "Estimating Asymmetric Advertising Response for U.S. Non-Alcoholic Beverage Demand." *Research Committee on Commodity Promotion (NEC-63) Fall Meeting*, Vancouver, Canada, September 26-27, 2007.
30. "Measuring and Testing Advertising-Induced Rotation in the Demand Curve." *American Agricultural Association Annual Meeting*. Portland, OR, July 31-August 1, 2007.
31. "Advertising and US Non-alcoholic Beverage Demand." *Northeastern Agricultural and Resource Economics Association Annual Meeting*, Rehoboth Beach, DE, June 10-13, 2007.
32. "Search, Sorting, and International Trade." with John Francis, *Southern Economics Association, 76th Annual Meeting*. Charleston, SC, November 18-21, 2006.
33. "Do Retail Prices Respond Asymmetrically to Non-Cost Shocks? An EGARCH Examination on 46 U.S. Retail Product Prices." *FIMXII-SCMA2005, Twelfth Annual International Conference on Statistics, Combinatorics, Mathematics and Applications*. Auburn University, Auburn, Alabama, December 03, 2005.
34. "The Structural Adjustment of Unemployment to Trade Liberalization." *Southern Economics Association, 75th Annual Meeting*. Washington D.C., November 18-20, 2005.
35. "Food Price News and Volatility." *100th Anniversary Ceremony conference entitled "Globalization and Chinese Agriculture"*. China Agricultural University, Beijing (China), September 17, 2005.
36. "Effects of Non-traded Goods Input on Relative Prices - a US Case." *4th China Economics Annual Meeting*. Tianjin (China), December 11, 2004.
37. "Non-Traded Inputs and Relative Prices." *Southern Economics Association, 74th Annual Meeting*. New Orleans, November 26, 2004.
38. "Test Advertising's Rotation Effect in Rotterdam Model." *American Agricultural Association Annual Meeting*. Denver, Colorado, August 3, 2004.
39. "Does Generic Advertising Rotate Demand Curve?" *3rd China Economics Annual Meeting*. Shanghai (China), December 20, 2003.

PROFESSIONAL SERVICES

I. Editorial Positions

Associate Editor, *Tobacco Regulatory Science*, 2018–current

Co-Editor, *Agribusiness: An International Journal*, special issue on 21st Century China agribusiness, 2019

Role: Lead co-editor for a special issue involving around 60 submissions from all over the world

Co-Editor, *China Agricultural Economic Review*, special issue 2021

Role: Co-editor for a special issue involving around 70 submissions mainly from China and the U.S.

Editorial Council, *Journal of Agricultural and Applied Economics* (JAAE), 2016–2019

II. Journal Referee (>200 times) for numerous Journals and Grant Reviewer for Swiss National Science Foundation and U.S. National Science Foundation (Division of Social and Economic Sciences)

American Journal of Agricultural Economics (AJAE), *British Food Journal*, *Economic Inquiry*, *Food Policy*, *Journal of Health Economics (JHE)*, *Journal of the Agricultural and Applied Economics Association (JAAEA)*,

Health Economics, Health Communications, Journal of Behavioral and Experimental Economics, Tobacco Induced Diseases, Tobacco Control, Substance Use and Misuse and Agribusiness: an International Journal, Applied Economic Perspectives and Policy (AEPP), Agricultural and Resource Economics Review, American Journal of Mathematical and Management Sciences (AJMMS), Canadian Journal of Agricultural Economics (CJAE), China Economic Review (CER), Empirical Economics, Food Economics, Fruits, International Economics and Finance Journal (IEFJ), International Journal of Agricultural Resources, Governance and Ecology (IJARGE), Journal of Agricultural and Applied Economics (JAAE), Journal of Agricultural and Resource Economics (JARE), Journal of Common Markets, Journal of Economics Integration, Marine Resource Economics, Southern Business and Economic Journal (SBEJ), Tobacco Regulatory Science

III. Committee/Conference & Association Services/Other Professional Activities

University of Kentucky

2022–current Department representative of diversity and inclusion College of Ag, Food, and Environment
 2016-2019, 2023- Graduate committee, Department of Ag. Economics
 2016-2019 Graduate admission committee, Department of Ag. Economics
 2016-2022 Advisory board, University of Kentucky Quantitative Initiative for Policy and Social Research (QIPSR), which is a university level initiative
 2014-16, 2021-2022 Second year paper review committee, Department of Ag. Economics
 2014–current University of Kentucky point of contact (coordinator and faculty advisor) for making academic Nielsen Scanner data accessible to faculty and graduate students

Outside University of Kentucky (AAEA–Agricultural & Applied Economics Association)

2015, 2018-2021 Topic Leader, Demand and Price Analysis section, Food Safety and Nutrition section, AAEA Annual Conference Paper Submission
 2015-2023 Reviewer for abstract, AAEA Annual Conference Paper Submission
 2016-2018 Chair Elect, Chair, and past chair, China Section AAEA
 2016 Outstanding Master’s Thesis Award committee, AAEA
 2015-2016 Outstanding Master’s Thesis Award committee, Food Distribution Research Society (FDRS)
 10/2007-10/2009 Secretary/Treasurer, Research Committee on Commodity Promotion (NEC-63, a component of the Land Grant Committee structure to coordinate research in agriculture; national in scope)
 10/2006 Chair, Selected Paper Session, Research Committee on Commodity Promotion (NEC-63) Fall Meeting, Opelika, Alabama

TEACHING HISTORY AND EVALUATION SCORES

Notes: *Teacher Course Evaluations are not available for every course in every semester due to low levels of enrollment or low response rates (N < 5), but I have included them when they are available. N/A indicates too few respondents; scores were not calculated or reported.*

University of Kentucky, Department of Agricultural Economics:

Date	Course Title	Class Size	Teaching Evaluation (Teaching quality)
Spring 2023	Advanced Agricultural Marketing (AEC 606)	4	N/A
Spring 2023	Advanced Quantitative Methods (AEC 624)	6	4.80/5
Spring 2022	Advanced Agricultural Marketing (AEC 606)		Not Offered
Spring 2022	Advanced Quantitative Methods (AEC 624)	4	N/A
Spring 2021	Advanced Agricultural Marketing (AEC 606)	5	4.80/5
Spring 2021	Advanced Quantitative Methods (AEC 624)	7	4.60/5

Spring 2018	Advanced Agricultural Marketing (AEC 606)	6	5.00/5
Spring 2018	Agribusiness Management (AEC 422)	18	4.20/5
Spring 2017	Agribusiness Management (AEC 422)	25	4.12/5
Spring 2016	Advanced Agricultural Marketing (AEC 606)	5	3.60/4
Spring 2016	Agribusiness Management (AEC 422)	18	3.21/4
Spring 2015	Advanced Agricultural Marketing (AEC 606)	14	3.67/4
Spring 2015	Agribusiness Management (AEC 422)	23	2.85/4

Cornell University, the Undergraduate Business School (i.e., the Charles H. Dyson School of Applied Economics and Management Program):

Date	Course Title	Class Size	Teaching Evaluation
Fall 2008	Price Analysis (AEM 4150)	55	4.31/5
Fall 2009	Price Analysis (AEM 4150)	92	Guest lectures
Fall 2009	Analysis of Agricultural Markets (AEM6400, Graduate level)	4	Guest lectures

Auburn University–Montgomery, School of Business (AACSB), Department of Economics:

Date	Course Title	Class Size	Teaching Evaluation
Fall 2005	Business Statistics II (ECST 2750E)	20	4.63/5
Fall 2005	Business Statistics II (ECST 2750D)	31	4.44/5
Fall 2005	Business Statistics I (ECST 2740E)	23	3.93/5
Fall 2005	Principles of Economics–Micro (Econ 2010)	37	4.29/5
Spring 2005	Business Statistics II (ECST 2750C)	12	4.78/5
Spring 2005	Business Statistics II (ECST 2750D)	28	4.48/5
Spring 2005	Business Statistics II (ECST 2750B)	28	4.15/5
Spring 2005	Principles of Economics–Micro (Econ 2010)	33	3.95/5
Summer 2004	Principles of Economics–Macro (Econ 2020)	9	4.20/5

ADVISING

Note: all agricultural economics unless otherwise noted (denote Tenure Track):*

Major advisor for:

Student Name	Degree, Year		First Job after Graduation	Current Job
Lijiao Hu	Ph.D.	2022		*Assistant Prof., California State University Chico
Lingxiao Wang	Ph.D.	2021	Postdoc, University of Wisconsin-Madison	Postdoc, Texas AM University
Suliman Almojel	Ph.D. M.S.	2020 2016		*Assistant Prof., King Saud University
Xueting Deng	Ph.D.	2019	Data Scientist, Didi Global (China)	
Abdelaziz Lawani (co-advisor)	Ph.D.	2018	Visiting Assistant Prof., Eastern Kentucky University	*Assistant Prof., Tennessee State University
Samane Zare (co-advisor)	Ph.D., 2018	2018	Postdoc, University of California Riverside	Health Economist, Orange County Healthcare Agency
Laxmi Adhikari	M.S.	2022		Ph.D. Program at Purdue University
Luke Cummings	M.S.	2021		American Farm Bureau
Leo Zin	M.S.	2022		Karenni Social Welfare and Development Center (Thai-Burma Border)
Ran Zhu	M.S.	2018		

Hongyi Zhang	M.S.	2016		Chinese Academy of Agricultural Science
Rezgar Mohammad	M.S.	2015	Ph.D. Program at Texas Tech University	*Assistant Prof., University of Duhok, Iraq
Pimbucha Rusmevichientong (technical advisor)	M.S. (Cornell University)	2007	Ph.D. Program at Cornell University	*Assistant Prof., California State University, Fullerton
Jason Zhao (technical advisor)	Ph.D. (Cornell University)	2024		

Advisory committee member for:

- Graduation in 2024: Bridget Bolt (M.S., UKY Plant Science),
- Graduation in 2023: Robert Ellis (Ph.D.), Feizy Saber (Ph.D.), Joyeon Jeong (Ph.D.), Mason Hamilton (M.S.), Thomas Pierce (M.S.)
- Graduation in 2022: Azita Varziri (Ph.D.)
- Graduation in 2021: Wei Zhang (Ph.D.), Jinwoo Song (Ph.D., UKY Economics)
- Graduation in 2020: Mahla Zare (Ph.D.)
- Graduation in 2019: Benjamin Wallace (Ph.D., UKY Economics)
- Graduation in 2017: Shaheer Burney (Ph.D.), Fuad Alagsam (Ph.D.), Bo Chen (Ph.D.), Jun Ho Seok (Ph.D.), Elham Darbandi (Ph.D)
- Graduation in 2016: Xiaojin Wang (Ph.D.), Wei Li (M.S.)

Postdoc advising: Jointly advising Yawotse Nouve (Ph.D., University of Georgia, 2022) since 2023

Undergraduate advisor for 5-12 University of Kentucky agricultural economics undergraduate students each semester since 2015

HONORS AND AWARDS

- Advisor of Laxmi Adhikari, who received the second place of three minute thesis award, Southern Agricultural Economics Association, 2022
- Nominated by the American Council on Consumer Interests (ACCI) for the *Journal of Consumer Affairs* Best Article Award of 2021.
- Quality of Communication Award of 2019, Agricultural & Applied Economic Association
- Best Economics Paper Award of 2013, Food Safety and Nutrition section, Agricultural & Applied Economic Association
- Author Award, 2013, 2014, RTI International (for authors who publish a high number of journal articles a year)

MEDIA COVERAGE

- “Product sales and unintentional name association with the coronavirus pandemic”, [Marketplace](#), December 30, 2022
- “Study: Grocery taxes increase likelihood of food insecurity”, [Cornell Chronicles](#), May 20, 2021
- “Meat industry not threatened by plant-based alternatives, study suggests” [Ohio State News](#), April 11, 2022
- “Meat alternative sales are up, but not enough to bite into meat sales” [St. Louis Public Radio](#), March 7, 2022
- “UK research: Plant-based meat alternatives growing but not enough to impact beef industry” [Times-Tribune](#), Feb. 27, 2022
- “Why Grocery Taxes Hurt Low Income Families More—Evidence for Policymakers”, [Duke University World Food Policy Center podcast](#), [YouTube](#), August 25, 2021
- “Trump’s \$28 Billion Trade War Bailout Is Overpaying Farmers”, [Bloomberg](#), December 4, 2019.
- “Fruit vs. Menthol: Consumer Preference in E-Cigarettes”, [Market Insider](#), March 12, 2018