

**Curriculum Vitae**  
**YUQING ZHENG**

**CONTACT INFORMATION**

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**EDUCATION**

08/2006      **Ph.D., Auburn University**, Auburn, AL, USA, in Applied Economics  
Minor in Statistics, GPA: 4.0/4.0, advisor: Henry Kinnucan  
09/2007-05/2008      **Cornell University**, took courses in Ph.D. level Industrial Organization and  
Regulation (Econ 7510), and Empirical Analysis of Industrial Organization  
(AEM 7400)  
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, food safety economics, empirical industrial  
organization, applied econometrics

**ACADEMIC/PROFESSIONAL EXPERIENCE**

07/2018-Present      **Associate Professor with Tenure, University of Kentucky**, Department of  
Agricultural Economics, approximately 70% effort research and 30% teaching  
09/2019–Present      **Adjunct professor**, Zhejiang University, Food Systems and Policy Overseas  
Academician Join Lab  
08/2014-06/2018      **Assistant Professor, University of Kentucky**, Department of Agricultural  
Economics  
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, Ithaca, New York  
(Supervisor: Harry M. Kaiser)  
05/2004-12/2005      **Instructor, Auburn University – Montgomery**, School of Business,  
Department of Economics, Montgomery, AL (instructor of Economics and  
Statistics for nine courses)  
08/2001-08/2006      **Graduate Research Assistant, Auburn University**, Department of  
Agricultural Economics and Rural Sociology, Auburn, AL  
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

**EDITORIAL POSITIONS**

Associate Editor, *Tobacco Regulatory Science*, 2018–current  
Editorial Council, *Journal of Agricultural and Applied Economics* (JAAE), 2016–2019  
Co-Editor, *Agribusiness: An International Journal*, special issue on 21<sup>st</sup> Century China agribusiness, 2019  
Co-Editor, *China Agricultural Economic Review*, special issue 2021

## **PUBLICATIONS**

### **I. Peer Reviewed Journal Articles** (total 45 including one *Choices article*, \* denotes current or former student)

1. **Zheng, Y.**, and T. Bar. 2022. “Certifier Competition and Audit Grades: An Empirical Examination using Food Safety Certification”, forthcoming in *Applied Economic Perspectives and Policy*.
2. J. Zhao\*, H.M. Kaiser, **Y. Zheng**. 2021. “Do Grocery Food Taxes Incentivize Participation in SNAP?”, forthcoming in *Regional Science and Urban Economics*.
3. Tang, S.\* , **Y. Zheng**, T. Li, and L. Zhou. 2021. “The Hold-up Problem in China’s Broiler Industry: Empirical Evidence from Jiangsu Province”, forthcoming in *Canadian Journal of Agricultural Economics*.
4. **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”, forthcoming in *Food Policy*.
5. 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.
6. 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”, forthcoming in *China Agricultural Economic Review*.
7. Zarebanadkoki, S.\* and **Y. Zheng**. 2021. “Consumer Preference for E-cigarette Attributes”, in *Nicotine and Tobacco Research*, 23(5): 823–828 (impact factor 4.1, top 3 in the field of Substance Abuse).
8. 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.
9. Zarebanadkoki, S.\* , M. Asgali\*, **Y. Zheng**, and T. Woods. 2020. “Consumer Proximity and Brand Loyalty in Craft Soda Marketing”, *Agribusiness: an International Journal*, 36(4): 522–541.
10. 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.
11. 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.
12. 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.
13. **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.
14. 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.
15. 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.
16. **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.

17. 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 (impact factor: 2.8).
18. 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.
19. **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*, 2<sup>nd</sup> 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.
20. **Zheng, Y.**, C. Zhen, D. Dench, J. Nonnemaker. 2017. “U.S. Tobacco Demand in a System Framework.” *Health Economics*, 26(8): 1067–1086 (impact factor: 2.3).
21. 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.
22. **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.
23. 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.
24. **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.
25. **Zheng, Y.**, and H.M. Kaiser. 2016. “Submission Demand in Core Economics Journals: A Panel Study.” *Economic Inquiry*, 54(2): 1319–38.
26. 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.
27. **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).
28. **Zheng, Y.**, E. McLaughlin, and H.M. Kaiser. 2013. “Salience and Taxation: Salience Effect vs. Knowledge Effect.” *Applied Economics Letters*, 20(5): 508–10.
29. **Zheng, Y.**, and H.M. Kaiser. 2013. “Optimal Exclusion by Producer Quality for a Two-sided Farmers Market.” *Applied Economics*, 45(23): 3360–69.
30. Francis, J., and **Y. Zheng**. 2012. “Trade, Geography and the Skill Premium in U.S. Manufacturing.” *Economic Inquiry*, 50(3): 652–66.
31. Francis, J., and **Y. Zheng**. 2012. “Trade, Geography and Industry Growth in U.S. Manufacturing.” *Southern Economic Journal*, 78(4): 1222–41.

32. **Zheng, Y.**, and H.M. Kaiser. 2012. "Price Discrimination in the Subscription Market for Economics Journals." *Southern Economic Journal*, 79(2): 464–80.
33. 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.
34. **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.
35. Francis, J., and **Y. Zheng**. 2011. "Trade Liberalization, Unemployment and Adjustment: Evidence from NAFTA Using State Level Data." *Applied Economics*, 43(13): 1657–71.
36. **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.
37. **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.
38. **Zheng, Y.**, and H.M. Kaiser. 2010. "Nonparallel Demand Increases in an Asymmetric Cournot Oligopoly." *Applied Economics Letters*, 17(9, lead article): 829-33.
39. **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.
40. **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.
41. **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.
42. **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.
43. **Zheng, Y.**, H.W., Kinnucan, and H. Thompson. 2008. "News and Food Price Volatility." *Applied Economics*, 40(13, lead article): 1629–35.
44. Kinnucan, H.W., **Y. Zheng**, and G. Brehmer. 2006. "State Aid and Student Performance: A Supply-Demand Analysis." *Education Economics*, 14(4): 487–509.
45. 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 100<sup>th</sup> Anniversary Ceremony conference entitled “Globalization and Chinese Agriculture”. China Agricultural University, Beijing, September 17, 2005. Compiled in the conference proceedings.

#### PAPERS UNDER JOURNAL REVIEW/WORKING PAPERS (\* denotes current or former student)

1. **Zheng, Y.**, and T. Bar. Auditing Grades of Food Safety Standard, under review of *Applied Economic Perspectives and Policy*.
2. Hu, L.\* , **Y. Zheng**, T. Woods, and Y. Kosunoke, Conceptual Framework and Literature Review of Private Food Certification, under review of *Applied Economic Perspectives and Policy*.
3. Deng, X.\* and **Y. Zheng**. E-cigarettes Sales Restrictions on Tobacco Product Sales, under review of *Economics and Human Biology*.
4. Hu, L.\* and **Y. Zheng**. Identifying Impact of Recall on Infant Formula: Within vs. Across Brands, under review of *Food Policy*.
5. Deng, X.\* , and **Y. Zheng**. What Impacts Core Economics Journals in Charging Submission Fees and Paying Referee Fees, under review of *Applied Economics*.
6. Asgali M.\* , M. Nemati, and **Y. Zheng**. Nowcasting Food Stock Movement using Food Safety Related Web Search Queries, under review of *Journal of Forecasting*.
7. Zarebanadkoki, S.\* , **Y. Zheng**, T. Woods, and S. Buck. Examining the Effect of Food Recalls on Demand: the Case of Ground Beef in the U.S., in preparation for submission to *Food Policy*.
8. Zhen, C., J. Nonnemaker, D. Dench. and **Y. Zheng**. Predicting the Impacts of Restricting Menthol on Cigarette Demand, in preparation for submission.
9. **Zheng, Y.**, and S. Buck. Quantifying the Impacts of Grocery Taxes using the Scanner Data, in preparation for submission.

#### RESEARCH CONTRACTS/GRANTS AND CONSULTING

1. 01/2022-12-2024. Source: USDA AFRI Foundational Program (\$649,914)  
Title: **Assessing Opportunities and Challenges of the Plant-Based Meat Alternatives: Consumer Preferences, Market Trends, and Production Responses**  
Role: Co-Investigator (responsible for the consumer side scanner data analyses; together with Shuoli Zhao, Tyler Mark, Nick Pates, and Tim Woods)
2. 06/2020-06/2021 Source: 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)  
Title: **Using Latest Scanner Data to Study the Impact of COVID-19 on Food Access**” (\$10,000),  
Role: PI; with Shuoli Zhao and Wuyang Hu
3. 10/2018–06/2019 Source: University of Kentucky College of Agriculture, Food, and Environment Research Activity Award.  
Title: **Assemble E-cigarette Attribute Database** (Total \$1,800), Role: PI
4. 07/2018–06/2020 Source: USDA ERS Coop Grant, Food Economics Division. Nationally competitive.  
Title: **Quantifying Grocery Tax Impacts on Health Utilizing Multiple State Tax Changes in the United States** (total \$30,000), Role: PI
5. 10/2017–12/2018 Consulting for RTI International on Developing USDA Trade Impact Model (\$12,000)
6. 06/2017–06/2018 Source: UK Food Connection Grant (University of Kentucky internally competitive)  
Title: **Locally Sourced Ingredients in Craft Soda Production** (total \$8,250)  
Role: Faculty co-PI; student co-PI: Samane Zarebanadkoki et al.
7. 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
8. 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
9. 09/2014–03/2015 Consulting for RTI International on FDA Food Regulations and Policies (\$15,600)

10. 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
11. 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
12. 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

*Proposals Submitted but not Funded*

13. National Institute of Health (NIH) R03 “E-cigarette Regulatory Analysis: New Evidence from Longitudinal Homescan Data”, total \$150,000. with Steve Buck.
14. USDA AFRI Foundational Program “Leveraging USDA, FDA, and Private Data to Examine the Organic and Food Safety Certification Market”, totaling \$420,000.
15. USDA Federal-State Marketing Improvement Program “Understanding Food Safety Signaling in Kentucky Produce Auctions”, with Tim Woods, 2018
16. RWJF Policy for Action, “Quantifying Grocery Tax Impacts on Food Consumption, Food Insecurity, and Health Utilizing State-Level Natural Experiments”, with Steve Buck, 2018.
17. USDA National Need Fellowship proposal, with A Davis, S. Buck, and T. Mark, 2016.
18. USDA Cooperative Agreement “Retail Store Openings and Produce Consumption: Examining the Price and Distance Effects, \$30,000. Role: PI.
19. NSF INFEWS/T3 “Addressing the animal protein paradox: Secure and sustainable food production through a systems approach to plant-derived antimicrobial design”. 2016, PI: Sue Nokes, total \$3 million (my share \$300,000).
20. UKCPR FoodAPS grant, PI, \$50,000. 2016, Tax impact on food insecurity.
21. Zheng, Y. (PI), W. Hu, H. Kaiser, and T. Bar. “Food Safety Standards and Certification: Implications for Consumers, Producers, and Certifiers”, to USDA NIFA AFRI Foundational Program, 2015, total \$500,000 (my share \$200,000).
22. Zheng, Y. (PI), S. Burney. “Impact of Electronic Benefit Transfer on Food Assistance Program Participation and Use”, to USDA Ridge Grant, 2015, \$35,000.
23. A. Gustafson and Y. Zheng (Co-PI). “Using FoodAPS Data to Understand Consumers’ Preference for Farmers’ Market”, to Duke-UNC USDA Center for Behavior Economics and Healthy Food Choice Research. Failed at the second round, 2015, total \$50,000 (my share \$20,000).

**TEACHING EXPERIENCE**

**University of Kentucky, Department of Agricultural Economics:**

Date	Course Title	Class Size	Teaching Evaluation (Teaching quality)
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–Microeconomics (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–Microeconomics (Econ 2010)	33	3.95/5
Summer 2004	Principles of Economics–Macroeconomics (Econ 2020)	9	4.20/5

**PAPERS PRESENTED AT PROFESSIONAL MEETINGS**

1. “Consumer Preference for E-cigarette Attributes.” *Agricultural and Applied Economics Association Annual Meeting*, Washington, D.C., August 5-8, 2018.
2. “Audit Grades in Food Safety Certification.” *Southern Agricultural Economics Association Annual Meeting, Mobile, AL*, Feb 5-8, 2017.
3. “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.
4. “The Role of Production Capacity Limits in International Trade Policy Analysis.” *Southern Economics Association*, 76<sup>th</sup> Annual Meeting. Atlanta, GA, November 18-21, 2014.
5. “U.S. Tobacco Product Demand in a System Framework.” *Agricultural and Applied Economics Association Annual Meeting*, Minneapolis, MN, July 26-28, 2014.
6. “Modeling FDA’s New Food Safety Policies on China-U.S. Trade.” 5<sup>th</sup> China Agricultural Economics-IFPRI Annual Conference, Wuhan, China, October 17-18, 2013.
7. “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.
8. “Consumer Income and Knowledge on Tax Status on Food and Beverages.” *Agricultural and Applied Economics Association Annual Meeting*, Seattle, WA, August 12-14, 2012.
9. “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.
10. “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.
11. “Generic Advertising in an Asymmetric Cournot Oligopoly.” *Research Committee on Commodity Promotion (NEC-63) Spring Meeting*, Hilton Head Island, SC, March 14-16, 2008.

12. "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.
13. "Falling Trade Costs and Rising Wage Inequality: The Role of Labor Market Sorting." with John Francis, *Southern Economics Association*, 77<sup>th</sup> Annual Meeting, New Orleans, LA, November 19-21, 2007.
14. "Trade, Geography and Rising Wage Inequality in U.S. Manufacturing." with John Francis, *Southern Economics Association*, 77<sup>th</sup> Annual Meeting, New Orleans, LA, November 19-21, 2007.
15. "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.
16. "Measuring and Testing Advertising-Induced Rotation in the Demand Curve." *American Agricultural Association Annual Meeting*, Portland, OR, July 31-August 1, 2007.
17. "Advertising and US Non-alcoholic Beverage Demand." *Northeastern Agricultural and Resource Economics Association Annual Meeting*, Rehoboth Beach, DE, June 10-13, 2007.
18. "Search, Sorting, and International Trade." with John Francis, *Southern Economics Association*, 76<sup>th</sup> Annual Meeting, Charleston, SC, November 18-21, 2006.
19. "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.
20. "The Structural Adjustment of Unemployment to Trade Liberalization." *Southern Economics Association*, 75<sup>th</sup> Annual Meeting, Washington D.C., November 18-20, 2005.
21. "Food Price News and Volatility." *100<sup>th</sup> Anniversary Ceremony conference entitled "Globalization and Chinese Agriculture"*, China Agricultural University, Beijing (China), September 17, 2005.
22. "Effects of Non-traded Goods Input on Relative Prices - a US Case." *4<sup>th</sup> China Economics Annual Meeting*, Tianjin (China), December 11, 2004.
23. "Non-Traded Inputs and Relative Prices." *Southern Economics Association*, 74<sup>th</sup> Annual Meeting, New Orleans, November 26, 2004.
24. "Test Advertising's Rotation Effect in Rotterdam Model." *American Agricultural Association Annual Meeting*, Denver, Colorado, August 3, 2004.
25. "Does Generic Advertising Rotate Demand Curve?" *3<sup>rd</sup> China Economics Annual Meeting*, Shanghai (China), December 20, 2003.

#### **DEPARTMENTAL SEMINARS/INVITED TALKS**

1. Department of Agricultural Economics and Agribusiness at the University of Arkansas-Fayetteville, fall 2018.
2. Department of Agricultural and Applied Economics, University of Georgia, fall 2017.
3. "Audit Grades in Food Safety Certification", Department of Agricultural Economics, University of Kentucky, October 21, 2016.
4. "Workshop on Nielsen Data", Department of Agricultural Economics, University of Kentucky, open to all departments, March 4, 2016.
5. "Demand for Journal Submissions", Department of Agricultural Economics, University of Kentucky, November 20, 2015.

#### **PROFESSIONAL SERVICES**

##### **I. Journal Referee (>100 times) for 25 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), Economic Inquiry, Food Policy, Journal of Health Economics (JHE), 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*

## **II. Committee/Services/Other Professional Activities**

- 2016-2018 **Chair Elect, Chair**, China Section of the Agricultural & Applied Economics Association (AAEA)
- 2016-current **Advisory board**, University of Kentucky Quantitative Initiative for Policy and Social Research (QIPSR)
- 2014–current University of Kentucky point of contact (coordinator and faculty advisor) for making academic Nielsen Scanner data accessible to faculty and graduate students
- 2016 Outstanding Master’s Thesis Award committee, AAEA
- 2015-2016 Outstanding Master’s Thesis Award committee, Food Distribution Research Society (FDRS)
- 2014-2016 Second year paper review committee, Department of Ag. Economics, University of Kentucky
- 2016-current Graduate committee and graduate admission committee, Department of Ag. Economics, University of Kentucky
- 2015, 2018, 2019 **Topic Leader**, Demand and Price Analysis section, Food Safety and Nutrition section x2, Agricultural & Applied Economics Association Annual Conference Paper Submission
- 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, October 12-13, 2006.

## **STUDENTS ADVISED**

University of Kentucky students:

*Agricultural Economics:*

Major advisor for

Abdelaziz Lawani (Ph.D., 2018, Co-advisor, Visiting Assistant Professor at Eastern Kentucky University), Samane Zarebanadkoki (Ph.D., 2018, Co-advisor), Lijiao Hu (Ph.D., 2019, Co-advisor), Suliman Almojel (Ph.D. 2020), Xueting Deng (Ph.D., 2019), Ran Zhu (M.S. 2018), Rezgar Mohammad (M.S., 2015), Hongyi Zhang (M.S. 2016), Suliman Almojel (M.S. 2016)

Advisory committee member for Wei Li (M.S. 2016), Xiaojin Wang (Ph.D., 2016, postdoc at Ohio State), Shaheer Burney (Ph.D. 2017, Assistant Professor at University of Wisconsin River Falls), Fuad Alagsam (Ph.D. 2017), Bo Chen (Ph.D. 2017, Assistant Professor at Huazhong Agricultural University), Jun Ho Seok (Ph.D. 2017, Postdoc at the National Institute of Agricultural Sciences in South Korea), Elham Darbandi (Ph.D. 2017), Wei Zhang (Ph.D. 2021)

*Department of Economics:*

Advisory committee member for Jinwoo Song (Ph.D. 2021), Benjamin Wallace (Ph.D. 2019, Economist at FTC)

Advisor for 10-12 University of Kentucky agricultural economics undergraduate students each semester since 2015

Cornell University student:

M.S. thesis committee member, Pimbuha Rusmevichientong (2007), Jason Zhao (2018)

## **HONORS AND AWARDS**

Quality of Communication Award of 2019, Agricultural & Applied Economic Association

Yuqing Zheng

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 per year)