

YUFENG LAI

**ECONOMIST,
AMAZON**

Contact Information

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Employment

Economist, Amazon	2021 - Present
Research Assistant, Department of Horticultural Science, University of Minnesota	2019 - 2021
Adjunct Faculty, Department of Economics, University of St. Thomas	Fall Semester, 2018
Research Assistant, Roy Wilkins Center for Human Relations and Social Justice, Humphrey School of Public Affairs, University of Minnesota	2014 - 2018
Research Assistant, Minnesota Population Center, University of Minnesota	2014 - 2017
Teaching Assistant, Humphrey School of Public Affairs, University of Minnesota	2012 - 2014

Education

- Ph.D. Department of Applied Economics, University of Minnesota, 2021
- M.Sc. Humphrey School of Public Affairs, University of Minnesota, 2014
- B.Sc. School of Public Affairs, Xiamen University, China, 2011

Publications

Yue, Chengyan, Yufeng Lai, Eric Watkins, Aaron Patton, and Ross Braun. "A Behavioral Approach to Identify Barriers to Adoption of New Technology: A Case Study of Low-Input Turfgrasses." *Journal of Agricultural and Applied Economics* (2023): 1-28.

Zhao, Shuoli, Yufeng Lai, Chenglong Ye, and Keehyun Lee. "Machine learning applications in household-level demand prediction." *Applied Economics Letters* (2022): 1-7.

Boaitey, Albert, Yufeng Lai, and Sylvia Kehoe. "The value of additional calf–mother contact in milk choice: an analysis of US consumers." *Renewable Agriculture and Food Systems* 37, no. 6 (2022): 683-694.

Kong, Xiangwen, Chengyan Yue, Eric Watkins, Mike Barnes, and Yufeng Lai. "Investigating the Effectiveness of Irrigation Restriction Length on Water Use Behavior." *Water Resources Management* (2022): 1-18.

Lai, Yufeng, Albert Boaitey, and Kota Minegishi. "Behind the veil: Social desirability bias and animal welfare ballot initiatives." *Food Policy* 106 (2022): 102184.

Yue, Chengyan, Yufeng Lai, Hayk Khachatryan, and Alan Hodges. "Effect of geographic distance on domestic trade: A case of the US Green industry." *Agribusiness* 38, no. 1 (2022): 154-174.

Deng, Shuyi, Yufeng Lai, Samuel L. Myers, and Man Xu. "Foundation giving and economics research productivity at HBCUs: Empirical evidence from the Koch Foundation." *Journal of Economics, Race, and Policy* 4 (2021): 215-236.

Yue, Chengyan, Yufeng Lai, Jingjing Wang, and Paul Mitchell. "Consumer preferences for sustainable product attributes and farm program features." *Sustainability* 12, no. 18 (2020): 7388.

Lai, Yufeng, and Chengyan Yue. "Consumer willingness to pay for organic and animal welfare product attributes: Do experimental results align with market data?." *Journal of Agricultural and Resource Economics* (2020).

Gorsuch, Marina Mileo, Samuel L. Myers Jr, Yufeng Lai, Devan Steward, and Rachel Motachwa. "Vanishing racial disparities in drowning in Florida." *Injury prevention* 25, no. 6 (2019): 487-493.

Myers Jr, Samuel L., Marina Gorsuch, Yufeng Lai, Devan Steward, Diana Vega Vega, and Rachel Motachwa. "The labor market for lifeguards and Hispanic drowning rates." *Hispanic economic outlook* 2017 (2017): 13.

Myers Jr, Samuel L., Ana Cuesta, and Yufeng Lai. "Competitive swimming and racial disparities in drowning." *The Review of Black political economy* 44, no. 1-2 (2017): 77-97.

Fealing, Kaye Husbands, Yufeng Lai, and Samuel L. Myers Jr. "Pathways vs. pipelines to broadening participation in the STEM workforce." *Journal of Women and Minorities in Science and Engineering* 21, no. 4 (2015).

Teaching

ECON 252 Principles of Microeconomics,
University of St. Thomas

Fall Semester, 2018

Presentations

“Investigating U.S. Consumer Willingness to Adopt Low-input Home Lawns Using Behavioral Economics Models”. Western Economic Association International Annual Conference (San Francisco, California).

References

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