

Food and Resource Economics
University of Florida
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EDUCATION

- Expected 2022 Ph.D. in Food and Resource Economics, University of Florida
Advisor: [Zhifeng Gao](#)
- 2018 M.S. in Agricultural Economics, University of Arkansas
Thesis: [Can Social Capital Boost Irrigation Capital? Empirical Evidence from North China](#)
Committee: [Qiuqiong Huang](#) (chair), [Rodolfo M. Nayga Jr.](#), and [Arya Gaduh](#),
- 2013 B.S. in Economics and Finance, South China University of Technology
- 2013 B.S. in Public Administration, South China University of Technology

RESEARCH FIELDS

- Primary: Behavior Economics, Experimental Economics, Applied Econometrics
Secondary: Sustainable Agriculture, Consumer preferences

PUBLISHED & FORTHCOMING PAPERS

- 2020 “[Water Management Practices: Use Patterns, Related Factors, and Correlations With Irrigated Acres](#)” (with [Qiuqiong Huang](#), [Kent F. Kovacs](#), [Kent F. Kovacs](#), [Christopher Henry](#), and [Jason Krutz](#)), *Water Resources Research*, vol. 56, n. 13.
- 2020 “[Does Social Relation or Economic Interest Affect the Choice Behavior of Land Lease Agreement in China? Evidence from the Largest Wheat Producing Henan Province](#)” (with [Ruifeng Liu](#), [Zhifeng Gao](#), and [Henyun Ma](#)), *Sustainability*, vol. 2020, n. 12, pages 4279.

WORKING PAPERS

- 2020 “Lifestyle and Willingness-to-Pay for Eco-labeled Food Products: Does Habit in Daily Life Spillover to Consumers’ Preference for Eco-Labels?” (with [Lijia Shi](#), [Zhifeng Gao](#), and [Ruojin Zhao](#)), *To be submitted*
- 2020 “Do Plastic Warning Labels Reduce Consumers’ Willingness to Pay for Plastic Packaging?” (with [Joanna Van Asselt](#), [Moonwon Soh](#), [Zhifeng Gao](#), and [Stephen Morgan](#)), *Manuscript under preparation*

WORKS IN PROGRESS

- 2020 “The Impact of Health Claims on Consumers’ Willingness-to-Pay for Food Products: Does the Format Matter?” (with Matt Mattia, Fred Gmitter, Zhifeng Gao, and Junhong Chen)
- 2020 “Developing an Economic Decision-Support Tool for Growers’ Adoption of Grafting Technology in the United States” (with Zhifeng Gao and Xin Zhao)
- 2020 “Information Treatment, Cognitive Load, and Attribute Attendance in Choice Experiments” (with Zhifeng Gao)
- 2020 “Will Stated Attribute Non-Attendance Questions Introduce Bias to Respondents’ Behaviors in Choice Experiments?” (with Joanna Van Asselt and Zhifeng Gao)

CONFERENCE PRESENTATIONS

- 2020 “Information Treatment, Cognitive Load, and Attribute Attendance in Choice Experiments” by Yefan Nian and Zhifeng Gao,(Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting)
- 2020 “Do Plastic Warning Labels Reduce Consumers’ Willingness to Pay for Plastic Packaging?” by Joanna Van Asselt, Yefan Nian, Moonwon Soh, Zhifeng Gao, and Stephen Morgan,(Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting)
- 2019 “Is People’s Daily Lifestyle Consistent with Their Food Purchasing Behavior?” by Yefan Nian, Lijia Shi, Zhifeng Gao and Ruojin Zhao, (Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Atalanta, Georgia, USA)
- 2019 “The Impact of Health-related Information on Consumers’ WTP for Food Products: Does the Format Matter?” by Yefan Nian, Lijia Shi, Zhifeng Gao and Ruojin Zhao,(Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Atalanta, Georgia, USA)
- 2019 “Developing an Economic Decision-Support Tool for Growers’ Adoption of Grafting Technology in the United States?” by Yefan Nian, Lijia Shi, Zhifeng Gao and Ruojin Zhao,(Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Atalanta, Georgia, USA)
- 2018 “The Use of Irrigation Practices by Arkansas Producers, the Impacts and Influence Factors” by Yefan Nian, Qiuqiong Huang, Kent F. Kovacs,(Selected paper presentation, Southern Agricultural and Applied Economics Association Annual Meeting, Jacksonville, Florida, USA)

- 2017 “Can Social Capital Boost Irrigation Capital? Evidence from North China” by Yefan Nian and Qiuqiong Huang, (Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Chicago, Illinois, USA)
- 2017 “Factors Influencing the Adoption of Water Management Practices in Arkansas” by Yefan Nian and Qiuqiong Huang, (Arkansas Water Resources Center Annual Watershed and Research Conference, Fayetteville, Arkansas, USA)
- 2017 “Social Trust and Investment in Rural Public Goods: Evidence from China” by Yefan Nian and Qiuqiong Huang, (Selected poster presentation, Western Agricultural Economics Association 2018 Annual Meeting, Lake Tahoe, Nevada, USA)

TEACHING EXPERIENCE

0.1 Guest Lecture

- University of Florida AEB 6553 Elements of Econometrics (Master level, 2020 Spring)
- University of Florida AEB 3510 Quantitative Methods for Microeconomics (Undergraduate level, 2018 Fall, 2019 Fall)

0.2 Teaching Assistant

- University of Florida AEB 3341 Selling Strategically (Undergraduate level, 2020 Fall)
- University of Florida AEB 4342 Agribusiness and Food Marketing Management (Undergraduate level, 2020 Spring)
- University of Florida AEB 3510 Quantative Methods for Microeconomics (Undergraduate level, 2018 Fall, 2019 Spring, 2019 Fall)
- University of Arkansas AGECE 2403 Quantitative Methods (Undergraduate level, 2016 Fall, 2017 Fall)

FELLOWSHIPS & AWARDS

- 2020 Ofelia Anzola Memorial Scholarship, College of Agriculture and Life Science, University of Florida
- 2020 Phillip L. Herndon Endowment in Economic, Food and Resource Economics Department, University of Florida

2019	Harold B. Clark Award, Food and Resource Economics Department, University of Florida
2019	Certificate Teaching with Technology, University of Florida
2018	Outstanding Graduate Student, Department of Agricultural Economics and Agribusiness, University of Arkansas
2017	AAEA Travel Grant Travel in support to attend 2017 AAEA annual meeting in Chicago, IL
2017	WAEA Travel Grant Travel in support to attend 2017 AAEA annual meeting in Lake Tahoe, NV

GRANT

2019	CALS Mini-Grant for “Professional Development, Acquisition of Software, Recording and Communication Devices, and Development of Educational Materials to Improve Students’ Learning Experience of Food and Resource Economics courses at GCREC-Plant City and Gainesville,” University of Florida
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SKILLS

Statistics coding:	Stata, R, Python, Matlab, GAUSS, GeoDa, SAS, Julia
Programming: coding:	Python, JavaScript, HTML, VBA
Document: Skills:	LaTeX, Word, Excel, Powerpoint, Markdown

PROFESSIONAL & UNIVERSITY SERVICE

2019-2020	Treasurer, Graduate Student Organization (GSO), Food and Resource Economics Department, University of Florida
2019	Moderator, 2019 Agricultural and Applied Economics Association Annual Meetings

REFERENCES

Available upon request