

# Yefan Nian

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## Ph.D. candidate

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## Education

Expected 2023	<b>University of Florida</b> , Gainesville, FL, US <i>Ph.D.</i> Food and Resource Economics <i>Minor</i> Statistics Dissertation: Specialty crop producers' risk preference, technology adoption, and adaptation to climate change Committee: <a href="#">Zhifeng Gao</a> (Chair), <a href="#">Kimberly Morgan</a> (Co-Chair), <a href="#">Charles Moss</a> , and <a href="#">Xin Zhao</a>
2018	<b>University of Arkansas</b> , Fayetteville, AR, US <i>M.S.</i> Agricultural Economics Thesis: <a href="#">Can social capital boost irrigation capital? Empirical evidence from North China</a> Committee: <a href="#">Qiuqiong Huang</a> (Chair), <a href="#">Rodolfo M. Nayga Jr.</a> , and <a href="#">Arya Gaduh</a>
2013	<b>South China University of Technology</b> , Guangzhou, China <i>B.S.</i> Economics and Finance <i>B.S.</i> Public Policy

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## Research Fields

Primary: Behavioral and experimental economics, Agribusiness  
Secondary: Agriculture sustainability, Consumer preference, Technology adoption

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## Research Publications

[Role: † denotes shared first authorship and ‡ denotes corresponding author]

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## Peer-Reviewed Journal Articles

2022	An economic analysis of grafting organic tomato production in high tunnels <b>Yefan Nian</b> , Ruojin Zhao, Shufang Tian, Xin Zhao, and Zhifeng Gao <i>HortTechnology</i> , Forthcoming
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- Do plastic warning labels reduce consumers' willingness to pay for plastic egg packaging? Evidence from a choice experiment  
Joanna Van Asselt, **Yefan Nian**<sup>† ‡</sup>, Moonwon Soh, Zhifeng Gao, and Stephen Morgan  
*Ecological Economics* 196: 107460. DOI:10.1016/j.ecolecon.2022.107460
- What can we learn from the interactions of food traceable attributes: A case study of Fuji apple product in China  
Ruifeng Liu, Jian Wang, Fei Liang, **Yefan Nian**, and Hengyun Ma  
*Applied Economics* 2022:1-21. DOI: 10.1080/00036846.2022.2084017
- 2020 | Water management practices: Use patterns, related factors, and correlations with irrigated acres  
**Yefan Nian**, Qiuqiong Huang, Kent F. Kovacs, Christopher Henry, and Jason Krutz  
*Water Resources Research* 56(3):e2019WR025360.DOI:10.1029/2019WR025360.
- "Does social relation or economic interest affect the choice behavior of land lease agreement in China? Evidence from the largest wheat producing Henan province  
Ruifeng Liu, Zhifeng Gao, **Yefan Nian**, and Hengyun Ma  
*Sustainability* 2020(12):4279.DOI: 10.3390/su12104279

## Peer-Reviewed Proceedings

- 2021 | Developing an economic decision-support tool for growers' adoption of vegetable grafting production in the United States  
**Yefan Nian**, Zhifeng Gao, and Xin Zhao  
*Acta Horticulturae* 2021:1302. DOI: 10.17660/ActaHortic.2021.1302.18

## Working Papers

- Lifestyle and willingness-to-pay for eco-labeled food products: Does habit in daily life spillover to consumers' preference for eco-labels?  
**Yefan Nian**, Zhifeng Gao, and Ruojin Zhao  
*Revised and resubmitted to Agribusiness: An International Journal*
- Will stated attribute non-attendance questions introduce bias to respondents' behaviors in choice experiments?  
**Yefan Nian**, Zhifeng Gao, Rudy Nayga, Joanna Van Asselt, and Yuning Zhao  
*Ready to submit to a journal. Target journal: Journal of Agricultural Economics*
- Perception of food fraud and preferences for authenticity test in the Chinese online food market  
Erpeng Wang, Zhifeng Gao, and **Yefan Nian**  
*Manuscript under preparation. Target journal: Food Policy*
- Do fertilizer subsidies improve soil quality: Myopic vs. Dynamic Analysis of smallerholders farmers in Ghana  
Joanna Van Asselt, **Yefan Nian**, and Kelly Grogan  
*Manuscript under preparation. Target journal: American Journal of Agricultural Economics*

## Working in Progress

Intra- and inter- temporal risks in specialty crop producers' technology adoption

**Yefan Nian**, Zhifeng Gao, Kimberly Morgan, Charles Moss, and Xin Zhao

The role of reference points in specialty producers' decision making under risks

**Yefan Nian**, Zhifeng Gao, Kimberly Morgan, Charles Moss, and Xin Zhao

Does insurance crowd out or crowd in cost-sharing programs for climate change adaptation: An agent-based modelling approach

**Yefan Nian**, Zhifeng Gao, Kimberly Morgan, Charles Moss, and Xin Zhao

Tracing the trend in consumer preferences for eco-labeled food: A text-mining and topic modeling approach

Dingling Duan, Azhar Uddin, **Yefan Nian**, Ly Thi Y Nguyen, and Zhifeng Gao

Does date label matter for aquaculture food product waste?

**Yefan Nian**, Julio Cruz, Joanna Van Asselt, Stephen Morgan, and Zhifeng Gao

The impact of health claims on consumers' willingness-to-pay for food products: Does the format matter?

**Yefan Nian**, Matt Mattia, Fred Gmitter, Zhifeng Gao, and Junhong Chen

## Extension Works

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2022 | The economics of high tunnel establishment

**Yefan Nian**, Zhifeng Gao, and Xin Zhao

*Ready to submit to University of Florida EDIS extension publication*

Grafting for high tunnel organic tomato production

Shufang Tian, Xin Zhao, Zachary T. Ray, Issac R. Vincent, Daniel J. Freed, and **Yefan Nian**

*Manuscript under preparation for University of Florida EDIS extension publication*

2020 | Vegetable grafting economic decision support tool

**Yefan Nian**, Zhifeng Gao, and Xin Zhao

<http://graftingtool.ifas.ufl.edu/>

2018 | The use pattern of irrigation practices by Arkansas producers

**Yefan Nian**, Qiuqiong Huang, Kent Kovacs, Christopher Henry, and Jason Krutz

*University of Arkansas extension publication: Arkansas rice research studies 2018*

## Outreach Talks

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2022 | High tunnel economics and growers' adoption

**Yefan Nian** and Zhifeng Gao

*High tunnel organic vegetable production workshop, UF/IFAS Plant Science Research and Education Unit, Citra, Florida, US*

2019	Developing an economic decision tools for vegetable grafting in the US <b>Yefan Nian</b> , Zhifeng Gao, and Xin Zhao <i>II international symposium on vegetable grafting, Charlotte, North Carolina, US</i>
2018	Factors influencing the adoption of water management practices in Arkansas <b>Yefan Nian</b> , Qiuqiong Huang, and Kent Kovacs <i>Arkansas water resources center annual watershed and research conference, Fayetteville, Arkansas, US</i>

## Teaching Experiences

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<b>University of Florida</b>	
<i>Instructor</i>	
2022 Fall	Math Camp for Incoming Ph.D. Students, <i>Ph.D. level</i>
2021 Fall	Math Camp for Incoming Ph.D. Students, <i>Ph.D. level</i>
<i>Lab instructor</i>	
2019 Fall	AEB 3510 Quantitative Methods for Microeconomics, <i>Undergraduate level</i>
2019 Spring	AEB 3510 Quantitative Methods for Microeconomics, <i>Undergraduate level</i>
<i>Guest lecturer</i>	
2020 Spring	AEB 6553 Elements of Econometrics, <i>Master level</i>
2018 Fall	AEB 3510 Quantitative Methods for Microeconomics, <i>Undergraduate level</i>
<i>Teaching assistant</i>	
2022 Spring	AEB 3133 Agribusiness Management, <i>Undergraduate level</i>
2021 Fall	AEB 3103 Principles of Food and Resource Economics, <i>Undergraduate level</i>
2021 Spring	AEB 3341 Selling Strategically, <i>Undergraduate level</i>
2020 Fall	AEB 3341 Selling Strategically, <i>Undergraduate level</i>
2020 Spring	AEB4342 Agribusiness and Food Marketing and Management , <i>Undergraduate level</i>
2019 Fall	AEB 3510 Quantitative Methods for Microeconomics, <i>Undergraduate level</i>
2019 Spring	AEB 3510 Quantitative Methods for Microeconomics, <i>Undergraduate level</i>
2018 Fall	AEB 3510 Quantitative Methods for Microeconomics, <i>Undergraduate level</i>
<b>University of Arkansas</b>	
<i>Teaching assistant</i>	
2017 Fall	AGEC 2403 Quantitative Methods, <i>Undergraduate level</i>
2016 Fall	AGEC 2403 Quantitative Methods, <i>Undergraduate level</i>

## Grant and Projects

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2020-2022	<p>Title: "Adapting and expanding high tunnel organic vegetable production for the Southeast"</p> <p>Program: Organic Research and Extension Initiative</p> <p>Source: USDA National Institute of Food and Agriculture</p> <p>Role: <b>Lead research assistant</b> (Led and designed the survey; Participated multi-disciplinary team to analyze economic feasibility to organic vegetable production in high tunnels; Prepared extension workshops, and wrote manuscripts for journal publications)</p>
2020-2022	<p>Title: "Developing a research-extension network to advance the emerging high tunnel vegetable industry in Florida"</p> <p>Source: Institute of Food and Agricultural Sciences, University of Florida</p> <p>Role: <b>Lead research assistant</b> (Led and designed the survey; Prepared extension report; Prepared project report)</p>
2019	<p>Title: "CALS Mini-grant to develop educational materials to improve students' learning experience of online Food and Resource Economics courses at Plant City and Gainesville"</p> <p>Source: College of Agriculture and Life Science, University of Florida</p> <p>Role: <b>Co-PI</b> (Prepared online class materials; Hosted in-person lab lectures, Assisted Dr. Pena-Leavno's Teaching)</p>
2018-2021	<p>Title: "Growing new roots: Grafting to enhance resiliency in US vegetable industries"</p> <p>Source: USDA National Institute of Food and Agriculture</p> <p>Role: <b>Lead research assistant</b> (Led and designed the survey; Developed online economic decision support tool; Participated multi-disciplinary team to analyze economic feasibility vegetable grafting; Wrote manuscripts for journal publications)</p>

## Conference Presentations

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[Role: \* denotes the presenter]

2022	<p>Tracing the trend in consumer preferences for eco-labeled food: A text-mining and topic modeling approach</p> <p>Dinglin Duan*, Azhar Uddin, <b>Yefan Nian</b>, Ly Thi Y Nguyen, and Zhifeng Gao</p> <p><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Anaheim, California, US</i></p>
	<p>Does date label matter for aquaculture food product waste?</p> <p><b>Yefan Nian</b>*, Julio Cruz, Zhifeng Gao, and Stephen Morgan</p> <p><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Anaheim, California, US</i></p>

2020	<p>Information treatment, cognitive load, and attribute attendance in choice experiments  <b>Yefan Nian*</b> and Zhifeng Gao  <i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting</i></p> <p>Do plastic warning labels reduce consumers' willingness to pay for plastic packaging?  Joanna Van Asselt*, <b>Yefan Nian</b>, Moonwon Soh, Zhifeng Gao, and Stephen Morgan  <i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting</i></p>
2019	<p>The impact of health-related information on consumers' WTP for food products: Does the format matter?  <b>Yefan Nian*</b>, Zhifeng Gao, and Junhong Chen  <i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Atlanta, Georgia, US</i></p> <p>Is people's daily lifestyle consistent with their food purchasing behavior?  <b>Yefan Nian*</b>, ijia Shi, Zhifeng Gao and Ruojin Zhao  <i>elected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Atlanta, Georgia, US</i></p>
2018	<p>The use of irrigation practices by Arkansas producers, the impacts and influence Factors  <b>Yefan Nian*</b>, Qiuqiong Huang, and Kent Kovacs  <i>Selected paper presentation, Southern Agricultural and Applied Economics Association Annual Meeting, Jacksonville, Florida, US</i></p> <p>Can Social Capital Boost Irrigation Capital? Evidence from North China  <b>Yefan Nian*</b> and Qiuqiong Huang  <i>Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Chicago, Illinois, US</i>  <i>Selected paper presentation, Western Agricultural Economics Association 2018 Annual Meeting, Lake Tahoe, Nevada, US</i></p>

## Professional and University Services

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### Journal Reviewer

2020-Present      *Agribusiness: An International Journal* (1), *PLOS One*(1)

### Other Services

2022                      Moderator, 2022 Agricultural and Applied Economics Association Annual Meetings

2019-2022              Mentor for incoming Ph.D. student, Food and Resource Economics Department, University of Florida

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

## Fellowships and Awards

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- 2020 | Ofelia Anzola Memorial Scholarship, College of Agriculture and Life Science, University of Florida
- 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
- AAEA Travel Grant Travel in support to attend 2019 AAEA annual meeting in Atlanta, Georgia, US
- 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, Illinois, US
- WAEA Travel Grant Travel in support to attend 2017 AAEA annual meeting in Lake Tahoe, Nevada, US

## Skills

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Statistics coding: R, Stata, Julia, Python, GeoDa, GAUSS, and Matlab

Programming coding: Python, Visual Basic, JavaScript, and HTML

Document Skills: L<sup>A</sup>T<sub>E</sub>X, Word, Excel, Power point, and Markdown

## References

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### **Dr. Zhifeng Gao**

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### **Dr. Kimberly Morgan**

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### **Dr. Luis Pena-Levano**

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