

# Yefan Nian

(Updated July 2023)

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## Assistant Professor of Agribusiness

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## Professional Experiences

- 2023-Present | Assistant Professor, Clemson University, Columbia, SC, US
- 2018-2023 | Research Assistant, University of Florida, Gainesville, FL, US
- 2016-2018 | Research Assistant, University of Arkansas, Fayetteville, AR, US

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## Education

- 2023 | **University of Florida**, Gainesville, FL, US  
*Ph.D.* Food and Resource Economics
- 2018 | **University of Arkansas**, Fayetteville, AR, US  
*M.S.* Agricultural Economics
- 2013 | **South China University of Technology**, Guangzhou, China  
*B.S.* Economics and Finance  
*B.S.* Public Policy

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## Research Fields

Primary: Behavioral Economics, Agriculture Sustainability, Specialty Crops  
Secondary: Consumer Preference, Technology Adoption

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## Research Publications

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

### Peer-Reviewed Journal Articles (6)

- 2023 | 6. [Are people's daily life habits consistent with their preference for food sustainability labels?](#)  
Yefan Nian, Zhifeng Gao†, and Ruojin Zhao  
*Agribusiness: An International Journal* Forthcoming

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| 2022 | <p>5. <a href="#">An economic analysis of grafted organic tomato production in high tunnels</a><br/> <b>Yefan Nian</b>, Ruojin Zhao, Shufang Tian, Xin Zhao, and Zhifeng Gao‡<br/> <i>HortTechnology</i> 32: 459-470.</p> <p>4. <a href="#">Do plastic warning labels reduce consumers' willingness to pay for plastic egg packaging? Evidence from a choice experiment</a><br/> Joanna Van Asselt‡, <b>Yefan Nian</b>† ‡, Moonwon Soh‡, Zhifeng Gao, and Stephen Morgan<br/> <i>Ecological Economics</i> 196: 107460.</p> <p>3. <a href="#">What can we learn from the interactions of food traceable attributes: A case study of Fuji apple product in China</a><br/> Ruifeng Liu, Jian Wang, Fei Liang, <b>Yefan Nian</b>, and Hengyun Ma‡<br/> <i>Applied Economics</i> 2022:1-21.</p> |
| 2020 | <p>2. <a href="#">Water management practices: Use patterns, related factors, and correlations with irrigated acres</a><br/> <b>Yefan Nian</b>, Qiuqiong Huang‡, Kent F. Kovacs, Christopher Henry, and Jason Krutz<br/> <i>Water Resources Research</i> 2020(56): e2019WR025360.</p> <p>1. <a href="#">Does social relation or economic interest affect the choice behavior of land lease agreement in China? Evidence from the largest wheat producing Henan province</a><br/> Ruifeng Liu, Zhifeng Gao, <b>Yefan Nian</b>, and Hengyun Ma‡<br/> <i>Sustainability</i> 2020(12):4279.</p>   |

## Peer-Reviewed Proceedings (1)

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| 2021 | <p>1. <a href="#">Developing an economic decision-support tool for growers' adoption of vegetable grafting production in the United States</a><br/> <b>Yefan Nian</b>, Zhifeng Gao, and Xin Zhao<br/> <i>Acta Horticulturae</i> 2021:1302.</p> |
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## Working Papers (5)

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| 1. | <p>Perception of food fraud and preferences for authenticity test in the Chinese online food market<br/> Erpeng Wang, Zhifeng Gao, and <b>Yefan Nian</b><br/> <i>Under review Food Policy</i>.</p>  |
| 2. | <p>Will stated attribute non-attendance questions introduce bias to respondents' behaviors in choice experiments?<br/> <b>Yefan Nian</b>, Zhifeng Gao, Rodolfo M. Nayga Jr., and Yuning Zhao<br/> <i>Ready to submit to a journal. Target journal: Journal of Agricultural Economics</i>.</p> |
| 3. | <p>Can social capital boost irrigation capital? Empirical evidence from North China<br/> <b>Yefan Nian</b>, Qiuqiong Huang, Rodolfo M. Nayga Jr., and Arya Gaduh<br/> <i>Ready to submit to a journal. Target journal: World Development</i>.</p>   |

4. Do fertilizer subsidies improve soil quality: Myopic vs. dynamic analysis of smallholder farmers in Ghana  
Joanna Van Asselt†, **Yefan Nian**†, and Kelly Grogan  
*Manuscript under preparation. Target journal: American Journal of Agricultural Economics.*
5. Crop insurance, cost-sharing program, and growers' adaptation to climate change: An agent-based modelling approach  
**Yefan Nian**, Zhifeng Gao, Kimberly Morgan, Charles Moss, and Xin Zhao  
*Manuscript under preparation. Target journal: American Journal of Agricultural Economics.*

## Works in Progress (5)

1. Intra- and inter- temporal risks in specialty crop producers' technology adoption  
**Yefan Nian**, Zhifeng Gao, Kimberly Morgan, Charles Moss, and Xin Zhao
2. The role of reference points in specialty producers' decision making under risks  
**Yefan Nian**, Zhifeng Gao, Kimberly Morgan, Charles Moss, and Xin Zhao
3. 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
4. Does date label matter for aquaculture food product waste?  
**Yefan Nian**, Julio Cruz, Joanna Van Asselt, Stephen Morgan, and Zhifeng Gao
5. The impact of health claims on consumers' willingness-to-pay for food products: Does the format matter?  
**Yefan Nian**, Matt Mattia, Fred Gmitter, and Zhifeng Gao

## Outreach Works

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| 2022 | <ol style="list-style-type: none"> <li>4. The cost of high tunnel and caterpillar tunnel establishment for vegetable production<br/><b>Yefan Nian</b>, Zhifeng Gao, and Xin Zhao<br/><i>University of Florida EDIS extension publication Forthcoming</i></li> <li>3. Grafting for high tunnel organic tomato production<br/>Shufang Tian, Xin Zhao, Zachary T. Ray, Issac R. Vincent, Daniel J. Freed, and <b>Yefan Nian</b><br/><i>Ready to submit to University of Florida EDIS extension publication</i></li> </ol> |
| 2020 | <ol style="list-style-type: none"> <li>2. <a href="http://graftingtool.ifas.ufl.edu/">Vegetable grafting economic decision support tool</a><br/><b>Yefan Nian</b>, Zhifeng Gao, and Xin Zhao<br/><a href="http://graftingtool.ifas.ufl.edu/">http://graftingtool.ifas.ufl.edu/</a></li> </ol>  |

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| 2019 | 1. <a href="#">The use pattern of irrigation practices by Arkansas producers</a><br><b>Yefan Nian</b> , Qiuqiong Huang, Kent Kovacs, Christopher Henry, and Jason Krutz<br><i>University of Arkansas extension publication: Arkansas rice research studies 2018</i> |
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## Outreach Talks

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[Role: \* denotes the presenter]

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| 2022 | 5. Economics of using high tunnels for vegetable production<br><b>Yefan Nian*</b> and Zhifeng Gao<br><i>High tunnel field day, UF/IFAS Plant Science Research and Education Unit, Citra, Florida, US</i>   |
|      | 4. High tunnel economics and growers' adoption<br><b>Yefan Nian*</b> and Zhifeng Gao<br><i>High tunnel organic vegetable production workshop, UF/IFAS Plant Science Research and Education Unit, Citra, Florida, US</i>                              |
| 2019 | 3. Developing an economic decision tools for vegetable grafting in the US<br><b>Yefan Nian*</b> , Zhifeng Gao, and Xin Zhao<br><i>II international symposium on vegetable grafting, Charlotte, North Carolina, US</i>                                |
| 2018 | 2. Factors influencing the adoption of water management practices in Arkansas<br><b>Yefan Nian*</b> , Qiuqiong Huang, and Kent Kovacs<br><i>Arkansas water resources center annual watershed and research conference, Fayetteville, Arkansas, US</i> |
|      | 1. Status of the use of irrigation practices in Arkansas<br><b>Yefan Nian*</b> , Qiuqiong Huang, and Kent Kovacs<br><i>SERA35: Delta region farm management and agricultural policy working group meeting, Vicksburg, Mississippi, US</i>            |

## Teaching Experiences

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### University of Florida

#### Instructor

1. Math Camp for Incoming Ph.D. Students (*Ph.D. level, 2022 Fall and 2021 Fall*)

#### Lab Instructor

1. AEB 3510 Quantitative Methods for Microeconomics (*Undergraduate level, 2019 Spring and Fall*)

#### Guest Lecturer

1. AEB 6553 Elements of Econometrics (*Master level, 2019 Spring*)
2. AEB 3510 Quantitative Methods for Microeconomics (*Undergraduate level, 2018 Fall*)

#### Teaching Assistant

1. AEB 4138 Advanced Agribusiness Management (*Undergraduate level, 2023 Spring*)
2. AEB 3133 Agribusiness Management (*Undergraduate level, 2022 Spring*)
3. AEB 3103 Principles of Food and Resource Economics (*Undergraduate level, 2021 Fall*)
4. AEB 3341 Selling Strategically (*Undergraduate level, 2021 Spring and 2020 Fall*)
5. AEB4342 Food Marketing and Management (*Undergraduate level, 2020 Spring*)
6. AEB 3510 Quantitative Methods for Microeconomics, *Undergraduate level (Undergraduate level, 2019 Spring and Fall, and 2018 Fall)*

## University of Arkansas

### Teaching Assistant

1. AGE 2403 Quantitative Tools for Agribusiness (*Undergraduate level, 2017 Fall and 2016 Fall*)

## Conference Presentations

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[Role: \* denotes the presenter]

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| 2023 | <ol style="list-style-type: none"> <li>11. Reference-dependent food choice with various reference prices<br/><b>Yefan Nian*</b>, Azhar Uddin, Zhifeng Gao, and Dinglin Duan<br/><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Washington DC, US</i></li> <li>10. Vegetable producers' perceptions of high tunnels in Florida<br/><b>Yefan Nian*</b>, Zhifeng Gao, and Xin Zhao<br/><i>Selected paper presentation, American Society for Horticultural Science Annual Conference, Orlando, Florida, US</i></li> </ol>  |
| 2022 | <ol style="list-style-type: none"> <li>9. Tracing the trend in consumer preferences for eco-labeled food: A text-mining and topic modeling approach<br/>Dinglin Duan*, Azhar Uddin, <b>Yefan Nian</b>, Ly Thi Y Nguyen, and Zhifeng Gao<br/><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Anaheim, California, US</i></li> <li>8. Does date label matter for aquaculture food product waste?<br/><b>Yefan Nian*</b>, Julio Cruz, Zhifeng Gao, and Stephen Morgan<br/><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Anaheim, California, US</i></li> <li>7. Value, attitude, belief, and sustainable food consumption<br/>Junhong Chen, <b>Yefan Nian*</b>, and Zhifeng Gao<br/><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Anaheim, California, US</i></li> </ol> |
| 2021 | <ol style="list-style-type: none"> <li>6. Information treatment, cognitive load, and attribute attendance in choice experiments<br/><b>Yefan Nian*</b> and Zhifeng Gao<br/><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting</i></li> </ol>   |

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|      | 5. Do plastic warning labels reduce consumers' willingness to pay for plastic packaging?<br>Joanna Van Asselt*, <b>Yefan Nian</b> , Moonwon Soh, Zhifeng Gao, and Stephen Morgan<br><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting</i>  |
| 2019 | 4. The impact of health-related information on consumers' WTP for food products: Does the format matter?'<br><b>Yefan Nian*</b> , Zhifeng Gao, and Junhong Chen<br><i>Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Atlanta, Georgia, US</i>  |
|      | 3. Is people's daily lifestyle consistent with their food purchasing behavior?<br><b>Yefan Nian*</b> , Lijia Shi, Zhifeng Gao and Ruojin Zhao<br><i>Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Atlanta, Georgia, US</i>   |
| 2018 | 2. The use of irrigation practices by Arkansas producers, the impacts and influence Factors<br><b>Yefan Nian*</b> , Qiuqiong Huang, and Kent Kovacs<br><i>Selected paper presentation, Southern Agricultural and Applied Economics Association Annual Meeting, Jacksonville, Florida, US</i>   |
| 2017 | 1. Can social capital boost irrigation capital? Evidence from North China<br><b>Yefan Nian*</b> and Qiuqiong Huang<br><i>Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Chicago, Illinois, US</i><br><i>Selected paper presentation, Western Agricultural Economics Association 2018 Annual Meeting, Lake Tahoe, Nevada, US</i> |

## Grant Activities

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### Funded grants

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| 2020-2022 | Title: "Adapting and expanding high tunnel organic vegetable production for the Southeast"<br>Program: USDA National Institute of Food and Agriculture Organic Research and Extension Initiative<br>Role: <b>Lead research assistant</b> |
| 2020-2022 | Title: "Developing a research-extension network to advance the emerging high tunnel vegetable industry in Florida"<br>Source: University of Florida Institute of Food and Agricultural Sciences<br>Role: <b>Lead research assistant</b>  |

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| 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: University of Florida College of Agriculture and Life Science</p> <p>Role: <b>Co-PI</b></p> <p>Collaborators: Luis Pena-Levenao (PI)</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>Research assistant</b></p>  |

## Submitted grants

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| 2023 | <p>Title: "Developing a fertilizer replacement value and Carbon sequestration tool for cover crops in vegetable cropping systems."</p> <p>Source: southern Sustainable Agricultural and Resouce Education</p> <p>Participants: Bhupinder Singh Jatana (PI), Sukhbir Singh (Co-PI), Rupinder Saini, <b>Yefan Nian (Co-PI)</b>, Gilbert Miller (Co-PI)</p> |
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## Unfunded grants

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| 2023 | <p>Title: "Building an online infrastructure to facilitate research efforts and explore market opportunities for South Carolina heirloom fruits and vegetables"</p> <p>Source: South Carolina Department of Agriculture ACRE program</p> <p>Participants: <b>Yefan Nian (PI)</b>, Jenna Hershberger (Co-PI), Dave Lamie (Co-PI)</p>   |
| 2023 | <p>Title: "Development of strategies optimizing Anaerobic Soil Disinfestation (ASD) in organic horticultural crops: A prescription-based approach to sustainably manage soilborne diseases, nematodes, and weeds."</p> <p>Source: USDA National Institute of Food and Agriculture Organic Research and Extension Initiative</p> <p>Participants: Matthew Cutulle (PI), Pat Wechter (Co-PI), Brian Ward <b>Yefan Nian (Co-PI)</b>, Dave Lamie (Co-PI), Churmani Khanal (Co-PI), Julia Kerrigan (Co-PI), R. Karthikeyan (Co-PI), Angela Rainwater (Co-PI), Xin Zhao (Co-PI), Zhifeng Gao (Co-PI), Juan Diez Perez (Co-PI), Ted McAvoy (Co-PI), Lynn Sosnoskie (Co-PI)</p> |

## Student Advising

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1. Rohini Sonti, MS, Clemson University, Program of Study Committee Co-Major Professor (with Dr. David Lamie), 2023-present

## Fellowships and Awards

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

## Professional and University Services

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### Journal Youth Editorial Board

2023-2025 *Journal of Integrative Agriculture*

### Journal Reviewer

2020-Present *Agribusiness: An International Journal* (1), *Applied Economics* (1), *Heliyon*(2), *HortScience* (1), *PLOS One*(3), *Sustainable Production and Consumption*(1)

### Other Services

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| 2023      | Moderator, 2023 Agricultural and Applied Economics Association Annual Meetings                                |
| 2022      | Moderator, 2022 Agricultural and Applied Economics Association Annual Meetings                                |
| 2019-2023 | Mentor for incoming Ph.D. students, 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                                |

## 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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Available upon request