

# Yefan Nian

(Updated August 2022)

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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>M.S.</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]

### Peer-Reviewed Journal Articles (5)

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| 2022 | 1. An economic analysis of grafting organic tomato production in high tunnels<br><b>Yefan Nian</b> , Ruojin Zhao, Shufang Tian, Xin Zhao, and Zhifeng Gao†<br><i>HortTechnology</i> , Forthcoming. |
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2. [Do plastic warning labels reduce consumers' willingness to pay for plastic egg packaging? Evidence from a choice experiment](#)  
Joanna Van Asselt<sup>†</sup>, **Yefan Nian**<sup>† ‡</sup>, Moonwon Soh<sup>†</sup>, Zhifeng Gao, and Stephen Morgan  
*Ecological Economics* 196: 107460. DOI:10.1016/j.ecolecon.2022.107460.
3. [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<sup>‡</sup>  
*Applied Economics* 2022:1-21. DOI: 10.1080/00036846.2022.2084017.
- 2020 4. [Water management practices: Use patterns, related factors, and correlations with irrigated acres](#)  
**Yefan Nian**, Qiuqiong Huang<sup>‡</sup>, Kent F. Kovacs, Christopher Henry, and Jason Krutz  
*Water Resources Research* 56(3):e2019WR025360.DOI:10.1029/2019WR025360.
5. [“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<sup>‡</sup>  
*Sustainability* 2020(12):4279.DOI: 10.3390/su12104279.

## Peer-Reviewed Proceedings (1)

- 2021 1. [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 (4)

1. 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.*
2. Will stated attribute non-attendance questions introduce bias to respondents' behaviors in choice experiments?  
**Yefan Nian**, Zhifeng Gao, Rudy Nayga, and Yuning Zhao  
*Ready to submit to a journal. Target journal: Journal of Agricultural Economics.*
3. 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.*
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.*

## Working in Progress (6)

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. Does insurance crowd out or crowd in cost-sharing programs for climate change adaption: An agent-based modelling approach  
**Yefan Nian**, Zhifeng Gao, Kimberly Morgan, Charles Moss, and Xin Zhao
4. 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
5. Does date label matter for aquaculture food product waste?  
**Yefan Nian**, Julio Cruz, Joanna Van Asselt, Stephen Morgan, and Zhifeng Gao
6. 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

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

## University of Arkansas

Teaching assistant

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

## Extension Works

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| 2022 | 1. The economics of high tunnel establishment<br><b>Yefan Nian</b> , Zhifeng Gao, and Xin Zhao<br><i>Ready to submit to University of Florida EDIS extension publication</i>  |
|      | 2. 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>Manuscript under preparation for University of Florida EDIS extension publication</i> |
| 2020 | 3. Vegetable grafting economic decision support tool<br><b>Yefan Nian</b> , Zhifeng Gao, and Xin Zhao<br><a href="http://graftingtool.ifas.ufl.edu/">http://graftingtool.ifas.ufl.edu/</a>  |
| 2019 | 4. The use pattern of irrigation practices by Arkansas producers<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>   |

## Outreach Talks

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[Role: \* denotes the presenter]

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| 2022 | 1. 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 | 2. 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 | 3. 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> |
|      | 4. 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>            |

## Conference Presentations

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[Role: \* denotes the presenter]

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| 2022 | <p>1. 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></p> <p>2. 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></p> <p>3. 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></p> |
| 2021 | <p>4. 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></p> <p>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></p>   |
| 2019 | <p>6. 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, Atalanta, Georgia, US</i></p> <p>7. 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, Atalanta, Georgia, US</i></p>   |
| 2018 | <p>8. 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></p>   |

- 2017 | 9. Can social capital boost irrigation capital? Evidence from North China  
**Yefan Nian\*** and Qiuqiong Huang  
*Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Chicago, Illinois, US*  
*Selected paper presentation, Western Agricultural Economics Association 2018 Annual Meeting, Lake Tahoe, Nevada, US*

## 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> (<i>Led and designed the survey, participated interdisciplinary team to analyze economic feasibility to organic vegetable production in high tunnels, prepared extension workshops, and wrote manuscripts for journal publications</i>)</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> (<i>Led and designed the survey, prepared extension report prepared project report</i>)</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> (<i>Prepared online class materials, hosted in-person lab lectures, and assisted Dr. Pena-Leavno's Teaching</i>)</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> (<i>Led and designed the survey, developed online economic decision support tool, participated interdisciplinary team to analyze economic feasibility vegetable grafting, wrote manuscripts for journal publications</i>)</p>  |

## Professional and University Services

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### Journal Reviewer

2020-Present      *Agribusiness: An International Journal* (1), *PLOS One*(3)

### 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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