

Yefan Nian

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Ph.D. candidate

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Education

Expected 2023	University of Florida , 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: Zhifeng Gao (Chair), Kimberly Morgan (Co-Chair), Charles Moss , and Xin Zhao
2018	University of Arkansas , Fayetteville, AR, US <i>M.S.</i> Agricultural Economics Thesis: Can social capital boost irrigation capital? Empirical evidence from North China Committee: Qiuqiong Huang (Chair), Rodolfo M. Nayga Jr. , and Arya Gaduh
2013	South China University of Technology , Guangzhou, China <i>B.S.</i> Economics and Finance <i>B.S.</i> Public Policy

Research Fields

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

Research Publications

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

Peer-Reviewed Journal Articles

2022	An economic analysis of grafting organic tomato production in high tunnels Yefan Nian , 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**^{† ‡}, 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

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

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 Yefan Nian , 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 Yefan Nian , Qiuqiong Huang, and Kent Kovacs <i>Arkansas water resources center annual watershed and research conference, Fayetteville, Arkansas, US</i>

Teaching Experiences

	University of Florida
	<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>
	University of Arkansas
	<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

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: Lead research assistant (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: Lead research assistant (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: Co-PI (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: Lead research assistant (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

[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, Yefan Nian, 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>Yefan Nian*, 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 Yefan Nian* 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*, Yefan Nian, 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? Yefan Nian*, 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? Yefan Nian*, 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 Yefan Nian*, 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 Yefan Nian* 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

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

- 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

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

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

Document Skills: L^AT_EX, Word, Excel, Power point, and Markdown

References

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