

# Yefan Nian

Assistant Professor of Agricultural Economics  
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## EMPLOYMENT

2023-Present Assistant Professor, Department of Agricultural Sciences, Sandhill Research and Education Center, Clemson University

## EDUCATION

- Ph.D. Food and Resource Economics, University of Florida, Gainesville, FL, USA, 2018-2023
- M.S. Agricultural Economics, University of Arkansas, Fayetteville, AR, USA, 2016-2018
- B.S. Public Administration, South China University of Technology, Guangzhou, Guangdong Province, China, 2009-2013
- B.S. Economics and Finance, South China University of Technology, Guangzhou, Guangdong Province, China, 2009-2013

## RESEARCH AREAS

Primary: Behavioral economics, Agriculture sustainability, Specialty crops

Secondary: Consumer preference, Technology adoption

## PUBLICATIONS

### Journal Articles

- 2023 **Nian, Y.**, Gao, Z., & Zhao, R. (2023). Are people's daily life habits consistent with their preference for food sustainability labels? *Agribusiness: An International Journal*, 39(3), 589–622. <https://doi.org/10.1002/agr.21803>  
Tian, M., Liu, R., Wang, J., Liang, J., **Nian, Y.**, & Ma, H. (2023). Impact of environmental values and information awareness on the adoption of soil testing and formula fertilization technology by farmers: A case study considering social networks. *Agriculture*, 13(10). <https://doi.org/10.3390/agriculture131020083>
- 2022 **Nian, Y.**, Zhao, R., Tian, S., Zhao, X., & Gao, Z. (2022). Economic analysis of grafted organic tomato production in high tunnels. *HortTechnology*, 32(5), 459–470. <https://doi.org/10.21273/horttech05101-22>  
Van Asselt, J., **Nian, Y.**, Soh, M., Morgan, S., & Gao, Z. (2022). Do plastic warning labels reduce consumers' willingness to pay for plastic egg packaging?: Evidence from a choice experiment. *Ecological Economics*, 198, 107460. <https://doi.org/10.1016/j.ecolecon.2022.107460>

- Liu, R., Wang, J., Liang, F., **Nian, Y.**, & Ma, H. (2022). What can we learn from the interactions of food traceable attributes?: A case study of fuji apple products in china. *Applied Economics*, 54(59), 6829–6849. <https://doi.org/10.1080/00036846.2022.2084017>
- 2020 **Nian, Y.**, Huang, Q., Kovacs, K. F., Henry, C., & Krutz, J. (2020). Water management practices: Use patterns, related factors, and correlations with irrigated acres. *Water Resources Research*, 56(3), e2019WR025360. <https://doi.org/10.1029/2019WR025360>
- Ruifeng, L., Gao, Z., **Nian, Y.**, & Ma, H. (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. *Sustainability*, 12(10), 4279. <https://doi.org/10.3390/sui2104279>

### Working Paper

- Wang, E., Gao, Z., & **Nian, Y.** (2023). Perception of food fraud and preferences for authenticity testin the chinese online food market. *Under review*
- Nian, Y.**, Gao, Z., Rodolfo, N. J., & Zhao, Y. (2023). Will stated attribute non-attendance questions introduce bias to respondents' behaviors in choice experiments. *Ready to submmit to a journal*
- Nian, Y.**, Gao, Z., Morgan, K., Moss, C., & Zhao, X. (2023-a). Crop insurance, cost-sharing program, and growers' adaptation to climate change: An agent-based modelling approach. *Ready to submmit to a journal*
- Duan, D., **Nian, Y.**, Uddin, A., Nguyen, L., & Gao, Z. (2023). Tracing the trend of eco-label consumers preference research. *Ready to submmit to a journal*

### Works in Progress

- Nian, Y.**, Gao, Z., Morgan, K., Moss, C., & Zhao, X. (2023-b). Intra- and inter-temporal risks in specialty crop producers' technology adoption
- Nian, Y.**, Gao, Z., Morgan, K., Moss, C., & Zhao, X. (2023-c). The role of reference points in specialty producers' decision making under risks
- Nian, Y.**, Mattia, M., Gao, Z., & Gmitter, F. (2023). The impact of health claims on consumers' willingness-to-pay for food products: Does the format matter?

## OUTREACH

### Outreach Products

- 2023 **Nian, Y.**, Gao, Z., & Xin, Z. (2023). *The cost of high tunnel and caterpillar tunnel establishment for vegetable production*. <https://edis.ifas.ufl.edu/publication/FE1135>
- 2021 **Nian, Y.**, Gao, Z., & Xin, Z. (2021). *Vegetable grafting online economic decision support tool*. <http://graftingtool.ifas.ufl.edu/>
- 2020 **Nian, Y.**, Gao, Z., & Xin, Z. (2023). *The cost of high tunnel and caterpillar tunnel establishment for vegetable production*. <https://edis.ifas.ufl.edu/publication/FE1135>

### Outreach Talks

[Role: \* denotes the presenter]

- 2022      Economics of using high tunnels for vegetable production, (**Nian, Y\*** & Gao, Z.), *High tunnel Field Day, UF/IFAS Plant Science Research and Education Unit, Citra, Florida, US*  
High tunnel economics and growers' adoption in Florida, (**Nian, Y\*** & Gao, Z.), *High Tunnel Organic Vegetable Production Workshop, UF/IFAS Plant Science Research and Education Unit, Citra, Florida, US*
- 2019      Developing an economic decision tool for vegetable grafting in the US, (**Nian, Y\***, Gao, Z., & Zhao, X.), *II International Symposium on Vegetable Grafting, Charlotte, North Carolina, US*
- 2018      Status of the use of irrigation practices in Arkansas, (**Nian, Y\***, Huang, Q., & Kovacs, K.), *SERA35: Delta Region Farm Management and Agricultural Policy Working Group Meeting, Vicksburg, Mississippi, US*  
Factors influencing the adoption of water management practices in Arkansas, (**Nian, Y\***, Huang, Q., & Kovacs, K.), *Arkansas Water Resources Center Annual Watershed and Research Conference, Fayetteville, Arkansas, US*

## TEACHING

### University of Florida

1. **Instructor**, Math camp for incoming Ph.D. students (*Ph.D. level, 2022 Fall and 2021 Fall*)
2. **Lab Instructor**, AEB 3510 Quantitative methods for microeconomics (*Undergraduate level, 2019 Spring and Fall*)
3. **Teaching assistant**, AEB 4138 Advanced agribusiness management (*Undergraduate level, 2023 Spring*)
4. **Teaching assistant**, AEB 3133 Agribusiness management (*Undergraduate level, 2022 Spring*)
5. **Teaching assistant**, AEB 3103 Principles of food and resource economics (*Undergraduate level, 2021 Fall*)
6. **Teaching assistant**, AEB 3341 Selling strategically (*Undergraduate level, 2021 Spring and 2020 Fall*)
7. **Teaching assistant**, AEB 4342 Food marketing and management (*Undergraduate level, 2020 Spring*)
8. **Teaching assistant**, AEB 3510 Quantitative methods for microeconomics (*Undergraduate level, 2019 Spring and Fall, and 2018 Fall*)

### University of Arkansas

1. **Teaching assistant**, AGE 2403 Quantitative tools for agribusiness, (*Undergraduate level, 2017 Fall and 2016 Fall*)

## STUDENT ADVISING

1. Rohini Sonti, M.S. Agricultural and Applied Economics, Clemson University, Program of study committee co-major professor (with Dr. David Lamie), 2023-Present

## GRANT ACTIVITIES

### Funded Grants

- 2023 Coalescing robust data access for u.s. specialty crop producers, Subaward from University of Nebraska, Ben Jewell(PI), David Lamie (Co-PI), **Yefan Nian** (Co-PI), Amount Requested: \$28,200, 2023-2024

### Submitted Grants

- 2023 Developing a fertilizer replacement value and carbon sequestration tool for cover crops in vegetable cropping systems, Southern Sustainable Agricultural and Resource Education Program, Bhupinder Singh Jatana (PI), Sukhbir Singh (Co-PI), Rupinder Saini, **Yefan Nian** (Co-PI), Gilbert Miller (Co-PI). 2023-2025

### Unfunded Grants

- 2023 Building an online infrastructure to facilitate research efforts and explore market opportunities for south carolina heirloom fruits and vegetables, **Yefan Nian** (PI), Jenna Hershberger (Co-PI), and Dave Lamie (Co-PI), Amount Requested: \$32,000, 2023-2024
- Development of strategies optimizing anaerobic soil disinfestation in organic horticultural crops: a prescription-based approach to sustainably manage soilborne diseases, nematodes, and weeds, USDA National Institute of Food and Agriculture Organic Research and Extension Initiative, Matthew Cutulle (PI), Pat Wechter (Co-PI), Brian Ward (Co-PI), **Yefan Nian** (Co-PI), Dave Lamie (Co-PI), Churmani Khanal (Co-PI), Julia Kerrigan (Co-PI), R. Karthikeyan(Co-PI), Angela Rainwater (CoPI), Xin Zhao (Co-PI), Zhifeng Gao(Co-PI), Juan Diez Perez (Co-PI), Ted McAvoy (Co-PI), Lynn Sosnoskie (Co-PI), Amount Requested: \$3,400,000, 2023-2027

## INVITED SEMINARS

- 2023 Crop insurance program, cost-sharing program, and growers' adaptation to climate change: An agent-based model of florida specialty crop growers' adoption of high tunnels  
- Iowa State University, Department of Economics, January 17, 2023  
- Clemson University, Department of Agricultural Sciences, October 27, 2023
- 2022 Health claims and consumers' preference for healthy fruit products  
- Clemson University, Sandhill Research and Education Center, November 30, 2022

## CONFERENCE ACTIVITIES

[Role: \* denotes the presenter]

- 2023 Intra- and inter-temporal risks in specialty crop producers' technology adoption, (**Nian, Y\***, Gao, Z., Morgan, K., & Moss, C.), *Selected presentation, 2023 Food Distribution and Research Society Annual Meeting, Washington DC, November 13, 2023*
- 2023 Evaluating enterprise budget tools for specialty crop production in the u.s, (**Nian, Y\***, Lamie, D.), *Selected presentation, 2023 National Agricultural Marketing Summit, Washington DC, November 14, 2023*
- Vegetable producers' perceptions of high tunnels in Florida, (**Nian, Y\***, Gao, Z., & Zhao, X.), *Slected presentation, 2023 American Society for Horticultural Science Annual Conference, Orlando, Florida, July 31 - August 4, 2023*

- Reference-dependent food choice with various reference prices, (**Nian, Y\***, Uddin, A., Gao, Z., & Duan, D.), *Slected presentation, Slected presentation, 2023 American Agricultural and Applied Economics Association Annual Meeting, Washington DC, July 23 - July 25, 2023*
- 2022 Does date label matter for aquaculture food product waste?, (**Nian, Y\***, Cruz, J., Gao, Z., & Morgan, S.), *Slected presentation, 2022 American Agricultural and Applied Economics Association Annual Meeting, Anaheim, California, July 31 - August 2, 2022*
- 2021 Information treatment, cognitive load, and attribute attendance in choice experiments, (**Nian, Y\***, & Gao, Z.), *Slected presentation, 2021 American Agricultural and Applied Economics Association Annual Meeting, Virtual meeting, July 31 - August 2, 2022*
- 2018 The use of irrigation practices by Arkansas producers, the impacts and influence factors, (**Nian, Y\***, Huang, Q. & Kovacs, K.), *Slected presentation, 2018 Southern Agricultural and Applied Economics Association Annual Meeting, Jacksonville, Florida, February 4 - February 7, 2018*
- 2017 Can social capital boost irrigation capital? Evidence from north China, (**Nian, Y\*** & Huang, Q.), *Slected presentation, 2017 Western Agricultural Economics Association 2018 Annual Meeting, Lake Tahoe, Nevada, July 9 - July 11, 2017*

## 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 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

## SERVICES

### Professional Services

1. **Journal youth editorial board**, *Journal of Integrative Agriculture*, 2023-2025
2. **Reviewer**, *Agribusiness: An International Journal* (2), *Applied Economics* (1), *Heliyon*(2), *HortScience* (1), *PLOS One*(3), *Sustainable Production and Consumption*(1)
3. **Moderator**, *2023 Agricultural and Applied Economics Association Annual Meeting*, 2019 *Agricultural and Applied Economics Association Annual Meeting*

## **University Services**

1. **Mentor for incoming Ph.D. students**, Food and Resource Economics Department, University of Florida, 2019-2023
2. **Treasurer**, Graduate Student Organization (GSO), Food and Resource Economics Department, University of Florida, 2019-2020

## **SOCIETY MEMBERSHIPS**

1. American Agricultural and Applied Economics
2. American Society of Horticultural Sciences
3. Food Research and Distribution Society
4. Southern Agricultural and Applied Economics

## **SKILLS**

Statistics software	R, Stata, Julia, Python, GAUSS, Matlab
Programming	Python, Visual Basics, JavaScript, Html
Documentation	L <sup>A</sup> T <sub>E</sub> X, Markdown, Word, Excel, PowerPoint

## **REFERENCES**

Available upon request