

# 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>   |

	5. 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>
2019	4. 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>
	3. Is people's daily lifestyle consistent with their food purchasing behavior? <b>Yefan Nian*</b> , Lijia Shi, Zhifeng Gao and Ruojin Zhao <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 <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>
2017	1. 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>

## Grant Activities

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### Funded grants

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

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

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

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

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