

Yefan Nian

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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 INTEREST

Agribusiness, Consumer Behavior, Technology Adoption, Agricultural Sustainability, Specialty Crops, Food System

PUBLICATIONS

Journal Articles

- 2024 Tian, M., Liu, R., Wang, J., Liang, J., **Nian, Y.**, & Ma, H. (2024). How to promote the sustainability of China's rural waste management system: Increase government subsidies or increase waste service management fees? *Natural Resources Forum*, 2024.
<https://doi.org/10.1111/1477-8947.12454>
- 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>
- Liu, R., 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 Papers

- Nian, Y.**, Gao, Z., Zhao, X., & Chen, J. (2024). Making grafting accessible to vegetable producers: An online multistakeholder economic decision-support system for vegetable grafting. *Revise and Resubmit*
- Wang, E., **Nian, Y.**, & Gao, Z. (2024). Dish value in China. *Revise and Resubmit*
- Nian, Y.**, Lamie, R. D., Vassalos, M., Tregeagle, D., Boyles, B., & Vossbrinck, D. (2024). A diamond in the rough: Identifying heritage crop niche markets in the U.S. using a discrete choice experiment. *Under review*
- Nian, Y.**, Gao, Z., Nayga, R., & Zhao, Y. (2024). Will stated attribute non-attendance questions introduce bias to respondents' behaviors in choice experiments. *Under review*
- Wang, E., Gao, Z., & **Nian, Y.** (2024). Perception of food fraud and preferences for authenticity testing the Chinese online food market. *Under review*

Work in Progress

- Nian, Y.**, Gao, Z., Wu, Q., Zhao, X., & Carapezza, G. (2024). Perceptions, adoption, and willingness-to-pay for high tunnels among Florida specialty crop producers
- Nian, Y.**, Gao, Z., Morgan, K., Moss, C., & Zhao, X. (2024-a). Crop insurance, cost-sharing program, and growers' adaptation to climate change: An agent-based modelling approach
- Duan, D., **Nian, Y.**, Uddin, A., Nguyen, L., & Gao, Z. (2024). Tracing the trend of eco-label consumers preference research
- Nian, Y.**, Gao, Z., Morgan, K., Moss, C., & Zhao, X. (2024-b). Intra- and inter-temporal risks in specialty crop producers' technology adoption
- Nian, Y.**, Gao, Z., Morgan, K., Moss, C., & Zhao, X. (2024-c). The role of reference points in specialty producers' decision making under risks
- Nian, Y.**, Mattia, M., Gao, Z., & Gmitter, F. (2024). The impact of health claims on consumers' willingness-to-pay for food products: Does the format matter?
- Nian, Y.**, Gao, Z., Uddin, A., & Duan, D. (2024). Multiple reference prices and consumers' willingness-to-pay in food preference valuation

RESEARCH PRESENTATIONS

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 Tunnel
-*Department of Economics, Iowa State University*
-*Department of Agricultural Sciences, Clemson University*
- 2022 Health Claims and Consumers' Preference for Healthy Fruit Products
- *Sandhill Research and Education Center, Clemson University*

Conference Presentations

[Role: * denotes the presenter]

- 2024 "Consumer Preference for "Heritage" Attributes of Heirloom Crops and Prospects for Development of a Southern Heritage Crops Sector." Ronald David Lamie*, **Yefan Nian**, Michael Vassalos, Daniel Tregeagle, Ben Boyles, & Diana Vossbrinck. Selected presentation. *2024 National Agricultural Marketing Summit. Albuquerque, New Mexico. November 15, 2024*
- 2024 "US Consumers' Preference for Heritage Crop." **Yefan Nian***, Ronald David Lamie, Michael Vassalos, Daniel Tregeagle, Ben Boyles, & Diana Vossbrinck. Selected presentation. *2024 Food Distribution and Research Society Annual Meeting. Fajardo, Puerto Rico. October 20-October 22, 2024*
- 2024 "Government Crop Insurance Program, Cost-Sharing Program, and Crop Producers' Adaptation to Climate Change." **Yefan Nian***, Zhifeng Gao, Kimberly Morgan, & Charles Moss. Selected presentation. *2024 American Agricultural and Applied Economics Association Annual Meeting. New Orleans, Louisiana. July 28-July 30, 2024*
- 2024 "Consumer Preferences and Willingness to Pay for Sustainable Food: A Meta Analysis." Dinglin Duan*, **Yefan Nian**, Azhar Uddin, & Zhifeng Gao. Selected presentation. *2024 Southern Agricultural Economics Association Annual Meeting. Atlanta, Georgia. February 3-February 6, 2024*
- 2023 "Enterprise Budget Tools for Specialty Crop Production in the US." **Yefan Nian*** & Ronald Davide Lamie. Selected presentation. *2024 National Agricultural Marketing Summit. Washington DC. November 14, 2023*
- 2023 "Intra- and Inter-Temporal Risks in Specialty Crop Producers' Technology Adoption." **Yefan Nian***, Zhifeng Gao, Kimberly Morgan, & Charles Moss. Selected presentation. *2024 Food Distribution and Research Society Annual Meeting. Washington DC. November 13, 2023*
- 2023 "Producers' Perceptions of High Tunnels in Florida." **Yefan Nian***, Zhifeng Gao & Xin Zhao. Selected presentation. *2023 American Society for Horticultural Science Annual Conference. Orlando, Florida. July 31-August 4, 2023*
- 2023 "Dependent Food Choice with Various Reference Prices." **Yefan Nian***, Azhar Uddin, Zhifeng Gao, & Dinglin Duan. Selected 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?." **Yefan Nian***, Julio Cruz, Zhifeng Gao, & Stephen Morgan. Selected presentation. *2022 American Agricultural and Applied Economics Association Annual Meeting. Anaheim, California. July 31-August 2, 2022*
- 2021 "Treatment, Cognitive Load, and Attribute Attendance in Choice Experiments." **Yefan Nian***, & Zhifeng Gao. Selected presentation. *2021 American Agricultural and Applied Economics Association Annual Meeting. Virtual meeting. July 31-August 3, 2021*
- 2019 "The Impact of Health-related Information on Consumers' WTP for the Food Product: Does the Format Matter." **Yefan Nian***, Zhifeng Gao, & Junhong Chen. Selected presentation. *2019 American Agricultural and Applied Economics Association Annual Meeting. Atlanta, Georgia. July 21-July 23, 2019*
- 2019 "Is People's Daily Lifestyle Consistent with Their Food Purchasing Behavior." **Yefan Nian**, Lijia Shi, Zhifeng Gao, & Ruojin Zhao*. Selected poster presentation. *2019 American Agricultural and Applied Economics Association Annual Meeting. Atlanta, Georgia. July 21-July 23, 2019*
- 2018 "Use of Irrigation Practices by Arkansas Producers: The Impacts and Influence Factors." **Yefan Nian***, Qiuqiong Huang & Kent Kovacs. Selected presentation. *2018 Southern Agricultural Economics Association Annual Meeting. Jacksonville, Florida. February 4-February 7, 2018*
- 2017 "Social Trust and Irrigation Investment." **Yefan Nian***, & Qiuqiong Huang. Selected poster presentation. *2017 American Agricultural and Applied Economics Association Annual Meeting. Chicago, Illinois. August 5 - August 7, 2017*
- 2017 "Social Capital Boost Irrigation Capital? Evidence from North China." **Yefan Nian***, & Qiuqiong Huang. Selected presentation. *2017 Western Agricultural Economics Association Annual Meeting. Lake Tahoe, Nevada, July 9-July 11, 2017*

OUTREACH

Outreach Publications and 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.**, Huang, Q., Kovacs, K., Henry, C., & Krutz, J. (2020). *The use pattern of irrigation practices by Arkansas producers*. <https://core.ac.uk/download/pdf/215464628.pdf>

Outreach Presentations

[Role: * denotes the presenter]

- 2024 "Specialty Crop Outlook." **Yefan Nian***. *2024 South Carolina Agriculture Outlook. Columbia, South Carolina. November 19, 2024*
- 2024 "Economics Analysis of Anaerobic Soil Disinfestation in Crop Production." **Yefan Nian***. *Integrated Pest Management Workshop. Coastal Research and Education Center, Clemson University. Charleston, South Carolina. February 12, 2024*
- 2022 "Economics of Using High Tunnels for Vegetable Production." **Yefan Nian***, & Zhifeng Gao. *High Tunnel Field Day. UF/IFAS Plant Science Research and Education Unit, University of Florida. Citra, Florida. April 1, 2022*

- 2022 "High Tunnel Economics and Growers' Adoption in Florida." **Yefan Nian***, & Zhifeng Gao. *High Tunnel Organic Vegetable Production Workshop. UF/IFAS Plant Science Research and Education Unit, University of Florida. Citra, Florida. February 13, 2022*
- 2019 "Developing an Economic Decision Support Tool for Vegetable Grafting in the US." **Yefan Nian***, Zhifeng Gao, & Xin Zhao. *II International Symposium on Vegetable Grafting. Charlotte, North Carolina. July 19, 2019*
- 2017 "Factors Influencing the Adoption of Water Management Practices in Arkansas." **Yefan Nian***, Qiuqiong Huang, & Kent Kovacs. *Arkansas Water Resources Center Annual Watershed and Research Conference. Fayetteville, Arkansas. August 5, 2017*

STUDENT ADVISING

In Progress

1. Christopher Thomas, M.S. Agricultural and Applied Economics, Clemson University, Program of study committee member, 2024-Now
2. Sunday Peter, M.S. Agricultural and Applied Economics, Clemson University, Program of study committee co-major professor (with Dr. Michael Vassalos), 2023-Now
3. Hail Braynon, M.S. Agricultural Economics, Tuskegee University, Program of study committee member, 2024-Now

Graduated

1. Rohini Sonti, M.S. Agricultural and Applied Economics, Clemson University, Program of study committee co-major professor (with Dr. Dave Lamie), 2023-2024

TEACHING

University of Florida

1. **Instructor.** Math Camp for Incoming Ph.D. Students (*Ph.D. level. 2022 Fall, 2021 Fall*)
2. **Lab Instructor.** AEB3510: Quantitative Methods for Microeconomics (*Undergraduate level. 2019 Fall, 2019 Spring*)
3. **Teaching Assistant.** AEB4138: Advanced Agribusiness Management (*Undergraduate level, 2023 Spring*)
4. **Teaching Assistant.** AEB3133: Agribusiness Management (*Undergraduate level. 2022 Spring*)
5. **Teaching Assistant.** AEB3103: Principles of Food and Resource Economics (*Undergraduate level. 2021 Fall*)
6. **Teaching Assistant.** AEB3341: Selling Strategically (*Undergraduate level. 2021 Spring, 2020 Fall*)
7. **Teaching Assistant.** AEB4342: Food Marketing and Management (*Undergraduate level. 2020 Spring*)
8. **Teaching Assistant.** AEB3510: Quantitative Methods for Microeconomics (*Undergraduate level. 2019 Fall, 2019 Spring, 2018 Fall*)

University of Arkansas

1. **Teaching Assistant.** AGE2403: Quantitative Tools for Agribusiness (*Undergraduate level. 2017 Fall, 2016 Fall*)

GRANT ACTIVITIES

- 2024-2026 "Establishing Trustworthy Data-Sharing Principles to Enhance the Efficiency and Resilience of U.S. Specialty Crop Chains." **Yefan Nian (PI)**, Ronald David Lamie (Co-PI), Darlene Knipe (Co-PI), Richard Knipe (Co-PI). *Source: United States Department of Agriculture-NAPDC Cooperative Agreement.* Amount: \$67,088
- 2023-2024 "Coalescing Robust Data Access for US Specialty Crop Producers." **Yefan Nian (PI)**, Ronald David Lamie (Co-PI). *Source: United States Department of Agriculture-NAPDC Cooperative Agreement.* Amount: \$28,200
- 2023-2025 "Sustainability and Resilience of the Specialty Crop Value Chain to Combat Novel Supply and Demand Risks and Promote Residents' Healthy Food Consumption." **Yefan Nian (PI)**. *Source: United States Department of Agriculture Hatch Project*
- 2023-Now "S1088: Specialty Crops and Food Systems: Exploring Markets, Supply Chains and Policy Dimensions." **Yefan Nian (Co-PI)**. *Source: United States Department of Agriculture Multi-State Hatch Project*

AWARDS

- 2024 Farm Credit MarketMaker Innovation Award
- 2020 Ofelia Anzola Memorial Scholarship, College of Agriculture and Life Science, University of Florida
- 2022 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
- 2019 AAEA Travel Grant Travel in support to attend the 2019 AAEA annual meeting in Atlanta, Georgia, US
- 2019 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
- 2017 WAEA Travel Grant Travel in support to attend the 2017 AAEA annual meeting in Lake Tahoe, Nevada, US

SERVICES

Professional Services

1. **Journal Young Editorial Board**, *Journal of Integrative Agriculture*, 2023-2025

2. **Reviewer**, *AAEA Annual Conference Abstracts*, *Agribusiness: An International Journal* (2), *Applied Economics* (1), *Communications Earth and Environment* (1), *Ecological Economics* (1), *Food Control* (1), *Heliyon* (2), *HortScience* (1), *Journal of Agricultural and Applied Economics* (1), *Journal of Environmental Economics and Policy* (1), *PLOS One* (4), *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, Matlab
Programming	Python, Visual Basics, JavaScript
Documentation	L ^A T _E X, Markdown, Word, Excel, PowerPoint

REFERENCES

Available upon request