

Food and Resource Economics
University of Florida
McCarty Hall B 2120, University of Florida
Gainesville, Florida, 32611

Phone: (479) 502-6270

E-mail: yfnian@ufl.edu

Homepage: yfnian.github.io

EDUCATION

- Expected 2022 Ph.D. in Food and Resource Economics, University of Florida
Advisor: [Zhifeng Gao](#)
- 2018 M.S. in Agricultural Economics, University of Arkansas
Thesis: [Can Social Capital Boost Irrigation Capital? Empirical Evidence from North China](#)
Committee: [Qiuqiong Huang](#) (chair), [Rodolfo M. Nayga Jr.](#), and [Arya Gaduh](#) ,
- 2013 B.S. in Economics and Finance, South China University of Technology
- 2013 B.S. in Public Administration, South China University of Technology

RESEARCH FIELDS

- Primary: Behavioral Economics, Experimental Economics, Applied Econometrics
Secondary: Sustainable Agriculture, Consumer preferences

PUBLISHED & FORTHCOMING PAPERS

- 2020 “[Water Management Practices: Use Patterns, Related Factors, and Correlations With Irrigated Acres](#)” (with [Qiuqiong Huang](#), [Kent F. Kovacs](#), [Christopher Henry](#), and [Jason Krutz](#)), *Water Resources Research*, vol. 56, n. 13.
- 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](#)” (with [Ruifeng Liu](#), [Zhifeng Gao](#), and [Henyun Ma](#)), *Sustainability*, vol. 2020, n. 12, pages 4279.

WORKING PAPERS

- 2020 “Lifestyle and Willingness-to-Pay for Eco-labeled Food Products: Does Habit in Daily Life Spillover to Consumers’ Preference for Eco-Labels?” (with [Lijia Shi](#), [Zhifeng Gao](#), and [Ruojin Zhao](#)), *To be submitted*
- 2020 “Do Plastic Warning Labels Reduce Consumers’ Willingness to Pay for Plastic Packaging?” (with [Joanna Van Asselt](#), [Moonwon Soh](#), [Zhifeng Gao](#), and [Stephen Morgan](#)), *Manuscript under preparation*

WORKS IN PROGRESS

- 2020 “The Impact of Health Claims on Consumers’ Willingness-to-Pay for Food Products: Does the Format Matter?” (with Matt Mattia, Fred Gmitter, Zhifeng Gao, and Junhong Chen)
- 2020 “Developing an Economic Decision-Support Tool for Growers’ Adoption of Grafting Technology in the United States” (with Zhifeng Gao and Xin Zhao)
- 2020 “Information Treatment, Cognitive Load, and Attribute Attendance in Choice Experiments” (with Zhifeng Gao)
- 2020 “Will Stated Attribute Non-Attendance Questions Introduce Bias to Respondents’ Behaviors in Choice Experiments?” (with Joanna Van Asselt and Zhifeng Gao)

CONFERENCE PRESENTATIONS

- 2020 “Information Treatment, Cognitive Load, and Attribute Attendance in Choice Experiments” by *Yefan Nian and Zhifeng Gao, (Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting)*
- 2020 “Do Plastic Warning Labels Reduce Consumers’ Willingness to Pay for Plastic Packaging?” by *Joanna Van Asselt, Yefan Nian, Moonwon Soh, Zhifeng Gao, and Stephen Morgan, (Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, virtual meeting)*
- 2019 “Is People’s Daily Lifestyle Consistent with Their Food Purchasing Behavior?” by *Yefan Nian, Lijia Shi, Zhifeng Gao and Ruojin Zhao, (Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Atlanta, Georgia, USA)*
- 2019 “The Impact of Health-related Information on Consumers’ WTP for Food Products: Does the Format Matter?” by *Yefan Nian, Lijia Shi, Zhifeng Gao and Ruojin Zhao, (Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Atlanta, Georgia, USA)*
- 2019 “Developing an Economic Decision-Support Tool for Growers’ Adoption of Grafting Technology in the United States?” by *Yefan Nian, Lijia Shi, Zhifeng Gao and Ruojin Zhao, (Selected paper presentation, American Agricultural and Applied Economics Association Annual Meeting, Atlanta, Georgia, USA)*
- 2018 “The Use of Irrigation Practices by Arkansas Producers, the Impacts and Influence Factors” by *Yefan Nian, Qiuqiong Huang, Kent F. Kovacs, (Selected paper presentation, Southern Agricultural and Applied Economics Association Annual Meeting, Jacksonville, Florida, USA)*

- 2017 “Can Social Capital Boost Irrigation Capital? Evidence from North China” by Yefan Nian and Qiuqiong Huang, (*Selected poster presentation, American Agricultural and Applied Economics Association Annual Meeting, Chicago, Illinois, USA*)
- 2017 “Factors Influencing the Adoption of Water Management Practices in Arkansas” by Yefan Nian and Qiuqiong Huang, (*Arkansas Water Resources Center Annual Watershed and Research Conference, Fayetteville, Arkansas, USA*)
- 2017 “Social Trust and Investment in Rural Public Goods: Evidence from China” by Yefan Nian and Qiuqiong Huang, (*Selected poster presentation, Western Agricultural Economics Association 2018 Annual Meeting, Lake Tahoe, Nevada, USA*)

TEACHING EXPERIENCE

Guest Lecturer

- University of Florida AEB 6553 Elements of Econometrics (Master level, 2020 Spring)
- University of Florida AEB 3510 Quantitative Methods for Microeconomics (Undergraduate level, 2018 Fall, 2019 Fall)

Teaching Assistant

- University of Florida AEB 3341 Selling Strategically (Undergraduate level, 2020 Fall)
- University of Florida AEB 4342 Agribusiness and Food Marketing Management (Undergraduate level, 2020 Spring)
- University of Florida AEB 3510 Quantitative Methods for Microeconomics (Undergraduate level, 2018 Fall, 2019 Spring, 2019 Fall)
- University of Arkansas AGECE 2403 Quantitative Methods (Undergraduate level, 2016 Fall, 2017 Fall)

FELLOWSHIPS & AWARDS

- 2020 Ofelia Anzola Memorial Scholarship, College of Agriculture and Life Science, University of Florida
- 2020 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 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, IL
- 2017 WAEA Travel Grant Travel in support to attend 2017 AAEA annual meeting in Lake Tahoe, NV

GRANT

- 2019 CALS Mini-Grant for “Professional Development, Acquisition of Software, Recording and Communication Devices, and Development of Educational Materials to Improve Students’ Learning Experience of Food and Resource Economics courses at GCREC-Plant City and Gainesville.” University of Florida

SKILLS

- Statistics coding: Stata, R, Python, Matlab, GAUSS, GeoDa, SAS
- Programming: coding: Python, JavaScript, HTML, VBA
- Document: Skills: \LaTeX , Word, Excel, Power point, Markdown

PROFESSIONAL & UNIVERSITY SERVICE

- 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

REFERENCES

Available upon request