

Hayk Khachatryan

Curriculum Vitae

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University of Florida
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EDUCATION

INSTITUTION	DEGREE	DATE
Washington State University	Ph.D.	May, 2010
Washington State University	M.A.	May, 2007
Armenian State Agrarian University	B.A.	June, 2003

ACADEMIC POSITIONS

2010 – present	Assistant Professor, Food and Resource Economics Department, University of Florida
2010 – 2011	Postdoc Research Associate, School of Economic Sciences, Washington State University
2005 – 2010	Graduate Research Assistant, School of Economic Sciences, Washington State University

FIELDS OF INTEREST

Consumer Behavior, Experimental Economics, and Urban and Environmental Policy

EXTERNAL GRANTS

(Total external funding \$7,350,000)

ROLE	FUNDING AGENCY	DATE	PROJECT TITLE
PI	National Horticulture Foundation (NHF)	2017-2018	Identifying the Best In-store and Trade Show Displays and Promotions for Green Industry Stakeholders

Co-PI	USDA NIFA Specialty Crop Research Initiative	2016-2021	Protecting Pollinators with Economically Feasible and Environmentally Sound Ornamental Horticulture
Co-PI	USDA NIFA Specialty Crop Research Initiative	2016-2017	Identifying Knowledge Gaps and Novel Management Strategies for Downy Mildews Impacting Environmental Horticulture Crops
Co-PI	Florida Nursery, Growers and Landscape Association, <i>through</i> USDA Specialty Crop Block Grant Program	2015-2016	Economic Impacts of the Florida Environmental Horticulture Industry
Co-PI	Horticultural Research Institute (the research affiliate of the American Nursery & Landscape Association)	2014-2015	The Role of Plant Brands in Consumer Preferences for Plants and Their Perceptions of Plant Quality
PI	Florida Department of Transportation	2013-2014	Investigation of Economic Impacts of Florida's Highway Beautification Program
PI	USDA Specialty Crop Block Grant Program - Florida Department of Agriculture and Consumer Services	2014-2016	Promoting Florida-Grown Ornamental Plant Sales through Smart Labels and Targeted Advertising Strategies
Co-PI	USDA Specialty Crop Block Grant Program - Florida Department of Agriculture and Consumer Services	2014-2016	Improving Yield and Profit of Greenhouse Production of Citrus Trees for Out-planting
Co-PI	USDA-National Institute of Food and Agriculture	2013-2015	Alternative Approaches for Economically Feasible Management of Chilli Thrips, An Emerging Pest for Ornamental Nursery Production
Co-PI	USDA-Agricultural Marketing Service: Federal State Marketing Improvement Program	2012-2013	Use of Eye Tracking Equipment in Consumer Choice Decision Making Research
Co-PI	USDA- Agricultural Marketing Service: Federal State Marketing Improvement Program	2011-2012	Sustainability on the Table and In the Yard: Identifying, Profiling, and Quantifying Markets for Sustainably-Grown Ornamental and Food-Producing Plants

Co-PI	Florida Nursery, Growers and Landscape Association	2011	Economic Impacts of the Environmental Horticulture Industry in Florida in 2010
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PUBLICATIONS

Peer-Reviewed Journal Articles

1. Zaffou, M., A. Rihn, B. Campbell, H. Khachatryan and O. Hoke. 2017. Influence of Product Type and Perceptions on the Geographic Boundary for Local Products. *International Food & Agribusiness Management Review* (Accepted).
2. Behe, B., P. Huddleston, C. Hall, H. Khachatryan and B. Campbell. 2017. Recognition, Awareness, Purchase Intention, and Visual Activity on Real and Fictitious Plant Brands. *HortScience* (Accepted).
3. Hovhannisyan, V., and H. Khachatryan[†]. 2016. Household Level Demand Analysis of Ornamental Plants in the United States. *Agribusiness: An International Journal* (Accepted).
[†]*Authorship listed alphabetically*
4. Khachatryan, H., Suh, D.H., G. Zhou, and M. Dukes. 2016. Sustainable Urban Landscaping: Consumer Preferences and Willingness to Pay for Turfgrass Fertilizers. *Canadian Journal of Agricultural Economics* (Accepted).
5. Rihn, A., H. Khachatryan, B. Campbell, C. Hall and B. Behe. 2016. Consumer Preferences for Organic Production Methods and Origin Promotions on Ornamental Plants: Evidence From Eye-tracking Experiments. *Agricultural Economics*, 47(6), 599-608.
6. Khachatryan, H., A. Hodges, C. Hall, and M. Palma. 2016. Inter-regional Trade Flows within the U.S. Nursery Industry. *Journal of Environmental Horticulture*, 34(1), 19-29.
7. Rihn, A., and H. Khachatryan. 2016. Does Consumer Awareness of Neonicotinoid Pesticides Influence Their Preferences for Plants? *HortScience*, 51(4), 388-393.
8. Suh, D.H., H. Khachatryan, and Z. Guan. 2016. Why Do We Adopt Environmentally Friendly Lawn Care? Evidence from Do-It-Yourself Consumers. *Applied Economics*, 48(27), 2550-2561.
9. Campbell, B., H. Khachatryan, C. Hall, B. Behe, and J. Dennis. 2016. Crunch the Can or Throw the Bottle? Effect of “Bottle Deposit Laws” and Municipal Recycling Programs. *Resources, Conservation and Recycling*, 106, 98-109.

10. Yue, C., B. Campbell, C. Hall, B. Behe, J. Dennis, and H. Khachatryan. 2016. Consumer Preference for Environment and Origin Attributes in Plants: Evidence from Experimental Auctions. *Agribusiness: An International Journal*, 32(2), 222-235.
11. Hodges, A., C. Hall, M. Palma, and H. Khachatryan. 2015. Economic Contributions of the Green Industry in the United States in 2013. *HortTechnology*, 25(6), 805-814.
12. Hodges, A., H. Khachatryan, M.A. Palma, and C.R. Hall. 2015. Production and Marketing Practices and Trade Flows in the United States *Green Industry* in 2013. *Journal of Environmental Horticulture*, 33(3), 125-136.
13. Rihn, A., H. Khachatryan, B. Campbell, C. Hall, and B. Behe. 2015. Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis. *HortScience*, 50(10), 1524-1530.
14. Campbell, B., H. Khachatryan, B. Behe, C. Hall, C. Yue, and J. Dennis. 2015. Consumer Perceptions and Misperceptions of Ecofriendly and Sustainable Terms. *Agricultural and Resource Economics Review*, 44(1), 21-34.
15. Khachatryan, H., A. Rihn, and M. Dukes. 2014. Are Homeowners Willing to Pay a Price Premium for Environmentally Friendly Lawn Fertilizers? *Peer-reviewed Proceedings of Florida State Horticultural Society*, 127, 221-223.
16. Behe, B.K., B.L. Campbell, H. Khachatryan, C. Hall, J. Dennis, P.T. Huddleston, and R.T. Fernandez. 2014. Incorporating Eye Tracking Technology and Conjoint Analysis to Better Understand the Green Industry Consumer. *HortScience*, 49(12), 1550-1557.
17. Khachatryan, H., C. Yue, B. Campbell, B. Behe, C. Hall, and J. Dennis. 2014. The Effects of the Consideration of Future and Immediate Consequences on Willingness to Pay Decisions for Plant Attributes. *Journal of Environmental Horticulture*, 32(2), 64-70.
18. Campbell, B., H. Khachatryan, B. Behe, J. Dennis, and C. Hall. 2014. U.S. and Canadian Perceptions of Local and Organic Terminology. *International Food & Agribusiness Management Review*, 17(2), 21-40.
19. Khachatryan, H., B. Campbell, C. Hall, B. Behe, C. Yue, and J. Dennis. 2014. The Effects of Individual Environmental Concerns and Willingness to Pay for Sustainable Plant Attributes. *HortScience*, 49(1), 69-75.
20. Khachatryan, H., J. Joireman, and K. Casavant. 2013. Relating Values and Consideration of Future and Immediate Consequences to Consumer Preference for Biofuels: A Three-Dimensional Social Dilemma Analysis. *Journal of Environmental Psychology*, 34, 97-108.

21. Behe, B., B. Campbell, C. Hall, H. Khachatryan, J. Dennis, and C. Yue. 2013. Consumer Preferences for Local and Sustainable Plant Production Characteristics. *HortScience*, 48(2), 200-208.
22. Behe, B., B. Campbell, C. Hall, H. Khachatryan, J. Dennis, and C. Yue. 2013. Smartphone Use and Online Search and Purchase Behavior of North Americans: Gardening and Non-Gardening Information and Products. *HortScience*, 48(2), 209-215.
23. Palma, M., C. Hall, B. Campbell, H. Khachatryan, B. Behe, and S. Barton. 2012. Measuring the Effects of Firm Promotion Expenditures on Green Industry Sales. *Journal of Environmental Horticulture*, 30(2), 83-88.
24. Khachatryan, H., J. Yan, and K. Casavant. 2011. Spatial Differences in the Price-Elasticity of Demand for Ethanol. *Journal of the Transportation Research Forum*, 50(3), 43-61.
25. Zaher, U., Khachatryan, H., Ewing, T., Johnson, R., Chen, S., and C. Stöckle. 2010. Biomass Assessment for Potential Biofuels Production: Simple Methodology and Case Study. *The Journal of Solid Waste Technology and Management*, 36(3), 182-192.
26. Khachatryan, H., E. Jessup, E., and K. Casavant. 2009. Derivation of Crop Residue Feedstock Supply Curves Using Geographic Information Systems. *Journal of the Transportation Research Forum*, 48(1), 5-22.
27. Khachatryan, H., and E. Jessup. 2008. Spatial Investigation of Mineral Transportation Characteristics in the State of Washington. *Journal of the Transportation Research Forum*, 47(1), 43-55.

Manuscripts Under Review

1. Consumer Response to State Marketing Programs on Ornamental Plants in Florida, with A. Rihn, B. Campbell, B. Behe, and C. Hall.
2. Eco-labels, Visual Attention, and Consumer Preferences: Evidence from Eye Tracking Experiments, with A. Rihn, B. Campbell, C. Yue, C. Hall, and B. Behe.
3. Visual Behavior, Buying Impulsiveness, and Consumer Behavior, with A. Rihn, B. Behe, C. Hall, B. Campbell, J. Dennis, and C. Yue.
4. Competition for Fresh Strawberries: Potential Effects of Mexican Shipments on Domestic Prices and Market Shares, with D.H. Suh, and Z. Guan.

5. U.S. Consumers' (Mis)perceptions of Plants that Benefit Pollinator Insects, with A. Rihn.
6. Consumer Perceptions of Plant Production Practices that Aid Pollinator Insects' Health, with A. Rihn.
7. Evaluating the Effect of Advertising on Green Industry Sales: A Generalized Propensity Score Approach, with Palma, M., Y. Li, C. Hall, and O. Capps.
8. Public and Private Preferences for Urban Forest Ecosystem Services, with Soto, J., F. Escobedo, and D. Adams.
9. Consumer Perception and Attitude toward Sustainable Water Management: Adopting Smart Water Application Technologies, with D.H. Suh, A. Rihn, and M. Dukes.

Manuscripts in Preparation

1. Towards Sustainable Water Management: Consumer Preferences for Smart Water Application Technologies in Residential Landscapes, with D.H. Suh, P. Useche, and M. Dukes.

Book Chapters

1. Khachatryan, H., A. Rihn, B. Campbell, and C. Yue. (2016). Catching and Keeping Consumers' Attention: Incorporating Eye Tracking into Organic Marketing Research. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 167-185). Hauppauge, NY: Nova Science Publishers.
2. Khachatryan, H., A. Rihn, C. Yue, and B. Campbell. (2016). Promotional Strategies for Organic Food Marketing. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 79-104). Hauppauge, NY: Nova Science Publishers.
3. Khachatryan, H., and A. Rihn. 2015. Using Innovative Biometric Measurements in Consumer Decision Making Research. *Science to Business (S2B): Research and Innovations*, ISSN: 2424-3469, 1(2), 107-125.

Extension/Outreach Publications (Peer-reviewed)

1. Khachatryan, H., and A. Rihn. Does Consumer Awareness Impact Their Purchase Likelihood of Neonic-Free Plants? University of Florida, IFAS, Florida Coop. Ext. Serv., Food and

Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE1008. <http://edis.ifas.ufl.edu/fe1008>

2. Ali, A., L. Warner, and H. Khachatryan. Estimating Return on Investment (ROI) for a Behavior Change: An Evaluation Tool for Extension Programs. University of Florida, IFAS, Florida Coop. Ext. Serv., Department of Agricultural Education and Communication, Electronic Data Information Source (EDIS) Publication. WC270. <http://edis.ifas.ufl.edu/wc270>
3. Solis, C., H. Khachatryan, and R. Beeson. 2016. Profitability of Citrus Tree Greenhouse Production Systems in Florida. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE999. <http://edis.ifas.ufl.edu/fe999>
4. Khachatryan, H., A. Rihn, and M. Dukes. 2016. Household Water Usage and Irrigation Practices. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE996. <http://edis.ifas.ufl.edu/fe996>
5. Khachatryan, H., and A. Rihn. 2016. Florida Consumer Preferences for Indoor Foliage Plant Attributes. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE994. <http://edis.ifas.ufl.edu/fe994>
6. Khachatryan, H., and A. Rihn. 2016. Consumers' Response to 'Neonic-free' and Other Insect Pollinator Promotions on Ornamental Plants. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE991. <http://edis.ifas.ufl.edu/fe991>
7. Khachatryan, H., and A. Rihn. 2016. Florida Consumer Preferences for Ornamental Landscape Plants. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE1000. <http://edis.ifas.ufl.edu/fe1000>
8. Khachatryan, H., A. Rihn, and M. Dukes. 2016. Lawn Fertilizer Brand Preferences in Florida. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE990. <http://edis.ifas.ufl.edu/fe990>
9. Khachatryan, H., and A. Rihn. 2016. Are Consumers Interested in Ornamental Plants that Benefit Pollinator Insects? University of Florida, IFAS, Florida Coop. Ext. Serv., Food and

Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE997. <http://edis.ifas.ufl.edu/FE997>

10. Khachatryan, H., and A. Rihn. 2016. Florida Consumer Preferences for Fruit-producing Plant Attributes. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE981. <http://edis.ifas.ufl.edu/fe981>
11. Khachatryan, H., A. Rihn. 2015. Florida Consumer Perceptions of the Fresh from Florida Campaign on Ornamental Plants. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE976. <http://edis.ifas.ufl.edu/fe976>
12. Khachatryan, H., A. Rihn, and M. Dukes. 2015. U.S. Consumers' Preferences for Home Lawn Fertilizers. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE975. <http://edis.ifas.ufl.edu/fe975>
13. Khachatryan, H., and A. Rihn. 2015. Floridian Consumer Perceptions of Local versus Organic Ornamental Plants. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE964. <http://edis.ifas.ufl.edu/fe964>
14. Khachatryan, H., A. Hodges, M. Rahmani, and T. Stevens. 2015. Economic Impacts of Highway Beautification in Florida. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE963. <http://edis.ifas.ufl.edu/fe963>
15. Khachatryan, H., A. Rihn, M. Palma, and C. Hall. 2014. Advertising and Promotions in the U.S. Green Industry. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE948. <http://edis.ifas.ufl.edu/fe948>
16. Khachatryan, H., and A. Rihn. 2014. Eye-tracking Methodology and Applications in Consumer Research. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE947. <http://edis.ifas.ufl.edu/fe947>
17. Khachatryan, H., and A. Hodges. 2014. Floriculture Crops Economic Outlook for 2014. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE941. <http://edis.ifas.ufl.edu/fe941>

18. Khachatryan, H., and H.J. Choi. 2013. Factors Affecting Consumer Preferences and Demand for Ornamental Plants. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE938. <http://edis.ifas.ufl.edu/FE938>
19. Khachatryan, H., and A. Hodges. 2013. Florida Nursery Crops and Landscaping Industry Economic Impacts, Situation, and Outlook. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source (EDIS) Publication. FE946. <http://edis.ifas.ufl.edu/fe946>

Non-Refereed Publications

1. Khachatryan, H., and A. Rihn. "How to Improve Consumer Interest in Indoor Foliage Plants." *Greenhouse Grower Magazine*, 34(1), January 2016.
2. Khachatryan, H., and A. Rihn. 2016. "Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Conjoint Experiment and Gaze Analysis." 2016 Neuromarketing World Forum Yearbook.
3. Hodges, A., H. Khachatryan, C. Hall, and M. Palma. 2015. "Production and Marketing Practices and Trade Flows in the United States Green Industry, 2013." *Southern Cooperative Bulletin Series #420*, ISBN: 1-58161-420-9.
4. Hodges, A.W., H. Khachatryan, C.R. Hall, and M.A. Palma. "Benchmarking Your Business: Take Aim." Cover Story, *Nursery Management Magazine*, April Issue, 2015.
5. Hodges, A., C. Hall, M. Palma, and H. Khachatryan. 2015. "Update on The State of the Green Industry: 2014 National Nursery Survey Results." Proceedings of the 60th Annual Southern Nursery Association (SNA) Research Conference.
6. Campbell, B.L., Behe, B.K., Khachatryan, H., Hall, C.R. and Dennis, J.M. 2015. "Gender Differences Associated with Local, Organic, and Sustainable Term Perceptions." *Acta Horticulturae*, 1090, 19-24. <http://dx.doi.org/10.17660/ActaHortic.2015.1090.3>
7. Khachatryan, H., Behe, B.K., Hall, C.R., Campbell, B.L. and Dennis, J.H. 2015. "Environmental Concerns and Willingness to Pay for Sustainable Attributes." *Acta Horticulturae*, 1090, 39-43. <http://dx.doi.org/10.17660/ActaHortic.2015.1090.7>
8. Behe, B.K., Hall, C.R., Campbell, B.L., Khachatryan, H. and Dennis, J.H. 2015. "The Use of Smartphone Technologies to Access Gardening Information." *Acta Horticulturae*, 1090, 11-14. <http://dx.doi.org/10.17660/ActaHortic.2015.1090.1>

9. Khachatryan, H., and A. Hodges. 2014. "U.S. Nursery and Floriculture Crops Outlook." *Turf News*, (Jan-Feb), 52-53.
10. Khachatryan, H., B. Behe, B. Campbell, C. Hall, and J. Dennis. 2014. "What Does Eye Tracking Reveal About the Effects of Buying Impulsiveness on the Horticultural Choice?" 2014 Neuromarketing World Forum Yearbook.
11. Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. 2014. "Help Your Customers Understand Green Words and Phrases." Edited by Brian Sparks. *Today's Garden Center* (April).
*authors share senior authorship. Available at: <http://www.todaysgardencenter.com/business-management/help-your-customers-understand-green-words-and-phrases/>
12. Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. 2014. "How To Know More About Your Online Audience." Edited by Brian Sparks. *Today's Garden Center* (April).
*authors share senior authorship. Available at: <http://www.todaysgardencenter.com/business-management/how-to-know-more-about-your-online-audience/>
13. Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. 2014. "How To Profit From Being Environmentally Friendly." Edited by Brian Sparks. *Today's Garden Center* (April).
*authors share senior authorship. Available at: <http://www.todaysgardencenter.com/business-management/how-to-profit-from-being-environmentally-friendly/>
14. Khachatryan, H. 2013. "Comparing the Effects of Environmental and Economic Benefits Related Information on Consumers' Preferences and Demand for Ornamental Plants." *Proceedings of the Florida State Horticultural Society (FSHS)*, 126, 305-309.
15. Khachatryan, H. "Economic Indicators Update for Green Industry." *The Grapevine: The Voice of the Dade FNGLA Chapter*, 16(7), June, 2011.
16. Khachatryan, H., E. Jessup and K. Casavant. "A Geographic Information Systems Approach to Estimating Delivered Cost of Energy Feedstocks." *Proceedings of the Canadian Transportation Research Forum*, 2008.
17. Khachatryan, H. and E. Jessup. "Payload Weights and Hauling Distances: The Potential Effects on Highway Deterioration." *Proceedings of the Canadian Transportation Research Forum*, 2007.

Research Reports

1. Hodges, A., Khachatryan, H., Rahmani, M., and C. Court. *Economic Contributions of the Florida Environmental Horticulture Industry in 2015*. Prepared for Florida Nursery, Growers and Landscape Association (FNGLA). 2016. Economic Impact Analysis Program. Food and Resource Economics Department. University of Florida.
2. Khachatryan, H., and A. Rihn. 2015. *Promoting Plants to Aid Pollinators*. Prepared for AmericanHort. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
3. Khachatryan, H., A. Rihn, C. Hall, B. Behe, and B. Campbell. 2015. *The Effects of Pollinator Friendly Plant Labels on Consumers' Visual Attention and Purchase Preferences*. Prepared for AmericanHort. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
4. Khachatryan, H., A. Rihn, and M. Dukes. 2015. *Irrigation Water Usage in the United States*. Prepared for the Center for Landscape Conservation and Ecology. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
5. Khachatryan, H., A. Rihn, and M. Dukes. 2015. *Consumers Lawn Care and Fertilizer Use in the United States*. Prepared for the Center for Landscape Conservation and Ecology. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
6. Khachatryan, H., and A. Rihn. 2014. *Plant Consumer Perceptions of the Fresh from Florida Campaign*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
7. Khachatryan, H., and A. Rihn. 2014. *Consumer Preferences for Ornamental Landscape Plant Attributes*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
8. Khachatryan, H., and A. Rihn. 2014. *Consumer Preferences for Indoor Foliage Plant Attributes*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.

9. Khachatryan, H., and A. Rihn. 2014. *Consumer Preferences for Fruit-producing Plant Attributes*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
10. Khachatryan, H., Zhou, G., and M. Dukes. 2014. *Homeowners' Preferences for Lawn Fertilizers in Florida*. Prepared for the Center for Landscape Conservation and Ecology. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
11. Khachatryan, H., and A. Hodges. 2014. *Floriculture Crops Economic Outlook for 2014*. Prepared for Agricultural Commodity and Policy Outlook Conference. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center, University of Florida.
12. Khachatryan, H., A. Hodges, M. Rahmani, and T. Stevens. 2014. *Investigation of Economic Impacts of Florida's Highway Beautification Program*. Prepared for Florida Department of Transportation. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
13. Khachatryan, H., and H.J. Choi. 2013. *Investigation of Factors Affecting Consumer Preferences and Demand for Ornamental Plants*. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
14. Khachatryan, H., and A. Hodges. 2012. *Florida Nursery Crops and Landscaping Industry Economic Outlook for 2013*. Prepared for Agricultural Commodity and Policy Outlook Conference. Horticulture Economics and Marketing Research Program. Food and Resource Economics Department and Mid-Florida Research and Education Center, University of Florida.
15. Khachatryan, H., and K. Casavant. *The Relationship between U.S. Transport Infrastructure Improvements and International Trade*. Washington State Transportation Commission, 2011.
16. Khachatryan, H., J. Joireman and K. Casavant. FPTI Working Paper #3. *Investigating Consumer Preferences for Biofuels: The Effects of the Consideration of Future Consequences*.
17. Hodges, A., T. Stevens, M. Rahmani and H. Khachatryan. *Economic Contributions of the Florida Environmental Horticulture Industry in 2010*. Prepared for Florida Nursery,

Growers and Landscape Association. 2011. Economic Impact Analysis Program. Food and Resource Economics Department. University of Florida.

18. Casavant, K., M. Denicoff, E. Jessup, A. Taylor, D. Nibarger, D. Sears, H. Khachatryan, V. McCracken, M. Prater, J. O'Leary, N. Marathon, B. McGregor, S. Olowolayemo, B. Blanton, and M. Smith. *Study of Rural Transportation Issues*. USDA Agricultural Marketing Service, Washington DC, 2010.
Source: <http://www.ams.usda.gov/AMSV1.0/RuralTransportationStudy>
19. Khachatryan, H., K. Casavant, E. Jessup, J. Chen, S. Chen and C. Frear. *Waste to Fuels Technology: Evaluating Three Technology Options and the Economics for Converting Biomass to Fuels*. School of Economic Sciences. Washington State University. Final Report. Publication Number 09-07-058. Prepared for Washington State Department of Ecology under interagency agreement C0800273 with Washington State University. 2010.
Source: <http://www.ecy.wa.gov/biblio/0907058.html> or
<https://fortress.wa.gov/ecy/publications/summarypages/0907058.html>
20. Khachatryan, H., K. Casavant, and E. Jessup. *Cellulosic Feedstock Collection and Transportation Costs in the State of Washington*. Freight Policy Transportation Institute. School of Economic Sciences. Washington State University. Interim Research Report. Prepared for Washington State Department of Ecology. Feb, 2009.
Sources: <http://www.ecy.wa.gov/biblio/0907058.html>
<https://fortress.wa.gov/ecy/publications/summarypages/0907058.html>
21. Khachatryan, H., E. Jessup, and K. Casavant. *Transportation of Mining/Mineral Survey: Final Report*. Research Report 21, Strategic Freight Transportation Analysis (SFTA), School of Economic Sciences, Washington State University. 2007.
Source: http://www.sfta.wsu.edu/research/reports/pdf/Rpt21_TransMineralSurveyReport.pdf

ACADEMIC CONFERENCE PRESENTATIONS

1. Zhang, X. and, H. Khachatryan. "Effects of Perceived Economic Contributions on Preferences for Eco-friendly Residential Landscaping." Agricultural and Applied Economics Association (AAEA) Annual Meeting, Chicago, IL, Jul 30 - Aug 1, 2017.
2. Zhang, X., H. Khachatryan, and M. Dukes. "Investigating Homeowners' Preferences for Smart Irrigation Technology Features." Southern Agricultural Economics Association (SAEA) Meetings, Mobile, AL, February, 2017.

3. Campbell, B., H. Khachatryan, and A. Rihn. "Pollinator Friendly Plants: Reasons for and Barriers to Purchase." Southern Agricultural Economics Association (SAEA) Meetings, Mobile, AL, February, 2017.
4. Khachatryan, H., and A. Rihn. "Understanding How Consumers View Pollinator-friendly Plants: Connecting Gaze Data to Purchasing Behavior." American Society for Horticultural Science (ASHS), Atlanta, GA, August 2016.
5. Rihn, A., and H. Khachatryan. "Does Consumer Awareness of Neonicotinoid Insecticides Influence Their Preferences for Plants?" American Society for Horticultural Science (ASHS), Atlanta, GA, August 2016.
6. Soto, J., F. Escobedo, D. Adams, H. Khachatryan. "Public and Private Preferences for Urban Forest Ecosystem Services." Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA, July-August, 2016.
7. Khachatryan, H., A. Rihn, B. Campbell, C. Yue, C. Hall, and B. Behe. "Experimental Evidence on Consumers' Willingness to Pay for Pollinator-friendly Landscape Plants." Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA, July-August, 2016. (Presenter)
8. Khachatryan, H., and A. Rihn. "Consumers' Response to Organic Production and Origin Promotions on Ornamental and Edible Plants." 26th Annual World Conference of the International Food and Agribusiness Management Association (IFAMA), Aarhus, Denmark, June, 2016. (Presenter)
9. Khachatryan, H., and A. Rihn. "Consumer Preferences and Willingness to Pay for Pollinator-friendly Landscape Plants." 129th Florida State Horticultural Society (FSHS) Annual Meeting, Stuart, FL, June, 2016.
10. Khachatryan, H., and A. Rihn. "Effects of Production Methods and Origin Information on Consumer Preferences for Ornamental and Food Producing Plants." International Interdisciplinary Business-Economics Advancements Conference (IIBA), Miami, FL, May, 2015. (Presenter)
11. Chen, Y., S. Arthurs, H. Khachatryan, and A. Owings. "Does fertilization rate in Container Production of Know Out Roses matter in Chilli Thrips (*Scirtothrips dorsalis* Hood) Outbreak?" Entomological Society of America, Entomology 2015, Minneapolis, MN, November, 2015.
12. Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. "Consumer Preferences and Visual Attention to Organic Production Methods and Origin Promotions on Plants."

- International Conference of Agricultural Economists (ICAE), Milan, Italy, August, 2015. (Presenter)
13. Khachatryan, H., A. Rihn, B. Campbell, C. Hall, B. Behe, and C. Boyer. "State Promotional Campaign Awareness and Visual Attention." American Society for Horticultural Science (ASHS), New Orleans, LA, August, 2015.
 14. Chen, Y., S. Arthurs, H. Khachatryan, D. Ring, and A. Owings. "Economic Injury Threshold of Chilli Thrips (*Scirtothrips dorsalis* Hood) on Knock Out Rose." American Society for Horticultural Science (ASHS), New Orleans, LA, August 2015.
 15. Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. "Consumer Preferences for Production Method and Origin Extrinsic Cues on Ornamental and Food Producing Plants." Agricultural and Applied Economics Association (AAEA) Annual Meeting, San Francisco, CA, July, 2015. (Presenter)
 16. Suh, D.H., Z. Guan, and H. Khachatryan. "Assessing the Impact of Competition from Mexico on the U.S. Strawberry Industry." Agricultural and Applied Economics Association (AAEA) Annual Meeting, San Francisco, CA, July, 2015.
 17. Khachatryan, H. Update on The State of the Green Industry: 2014 National Nursery Survey Results. 60th Annual Southern Nursery Association Research Conference, Atlanta, GA, July, 2015. (Presenter)
 18. Khachatryan, H., A. Rihn, B. Campbell, C. Hall and B. Behe. "State Promotional Campaign Awareness and Visual Attention." Armenian Economic Association Conference, Yerevan, Armenia, June, 2015. (Presenter)
 19. Khachatryan, H., A. Hodges, C. Hall, and M. Palma. "Environmental Horticulture Outlook: National to Niche Markets." 128th Florida State Horticultural Society (FSHS) Annual Meeting, St. Augustine, FL, June, 2015. (Presenter)
 20. Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. "Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis." 128th Florida State Horticultural Society (FSHS) Annual Meeting, St. Augustine, FL, June, 2015. (Presenter)
 21. Khachatryan, H., B. Behe, B. Campbell, C. Hall, and A. Rihn. "The Effects of Visual Attention on Purchase Intentions." International Interdisciplinary Business-Economics Advancements Conference (IIBA), Fort Lauderdale, FL, April, 2015. (Presenter)
 22. Rihn, A., H. Khachatryan, B. Campbell, C. Hall, and B. Behe. "Visual Attention to Extrinsic

- Cues in the Horticulture Industry.” Tobii Eye Track Behavior Conference 2014. Washington, D.C., September, 2014.
23. Khachatryan, H., B. Behe, B. Campbell, C. Hall, and J. Dennis. “What Does Eye Tracking Reveal About the Effects of Buying Impulsiveness on the Horticultural Choice?” American Society for Horticultural Science (ASHS), Orlando, FL, July, 2014. (Presenter) <http://ashs.confex.com/ashs/2014/webprogram/Session6517.html>
 24. Behe, B., J. Dennis, C. Hall, H. Khachatryan, and B. Campbell. “Price Signs to the Left of Center Get More Visual Activity.” American Society for Horticultural Science (ASHS), Orlando, FL, July, 2014.
 25. Khachatryan, H., and G. Zhou. “Preferences for Sustainable Lawn Care Practices: The Choice of Lawn Fertilizers.” Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July, 2014.
 26. Xu, W., and H. Khachatryan. “Multiple Imputation in the Complex National Nursery Survey Data by Fully Conditional Specification.” Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July, 2014.
 27. Campbell, B., H. Khachatryan, B. Behe, C. Hall, and J. Dennis. “Crunch the Can or Throw the Bottle? Effect of ‘Bottle Deposit Laws’ and Municipal Recycling Programs.” Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July, 2014.
 28. Khachatryan, H., G. Zhou, and M. Dukes. “Are Homeowners Willing to Pay a Price Premium for Environmentally Friendly Lawn Fertilizers.” 127th Florida State Horticultural Society (FSHS) Annual Meeting, Clearwater Beach, FL, June, 2014. (Presenter)
 29. Zhou, G., and H. Khachatryan. “Homeowner Practices and Preferences for Sustainable Residential Lawn Care: The Choice of Lawn Fertilizers.” Southern Agricultural Economics Association (SAEA) Meetings, Dallas, TX, February, 2014.
 30. Xu, W., H. Khachatryan, and A. Hodges. “Integrated Pest Management in the U.S. Nursery Industry: An Application of Smooth Transition Spatial Autoregressive Models.” 60th Annual North American Meetings of the Regional Science Association International, Atlanta, Georgia, November, 2013.
 31. Khachatryan, H., B. Behe, B. Campbell, and C. Hall. “The Application of Eye Tracking Technology in the Study of Buying Impulsiveness and Choice Decisions.” Armenian Economic Association Conference, Yerevan, Armenia, October, 2013. (Presenter)

32. Khachatryan, H., B. Behe, C. Hall, B. Campbell, and J. Dennis. "Environmental Concerns and Willingness to Pay for Sustainable Attributes." 1st International Symposium on Marketing and Consumer Research in Horticulture, International Society for Horticultural Science, Portland, OR, August, 2013. (Presenter)
33. Campbell, B., B. Behe, C. Hall, H. Khachatryan, and J. Dennis. "Consumer Perspectives on Local, Organic, and Sustainable Terms." 1st International Symposium on Marketing and Consumer Research in Horticulture, International Society for Horticultural Science, Portland, OR, August, 2013.
34. Hall, C., B. Behe, B. Campbell, H. Khachatryan, and J. Dennis. "The Use of Smartphone Technologies to Access Gardening Information." 1st International Symposium on Marketing and Consumer Research in Horticulture, International Society for Horticultural Science, Portland, OR, August, 2013.
35. Behe, B., B. Campbell, C. Hall, H. Khachatryan, and J. Dennis. "Consumer Perceptions of Sustainability." 1st International Symposium on Marketing and Consumer Research in Horticulture, International Society for Horticultural Science, Portland, OR, August, 2013.
36. Khachatryan, H., B. Behe, B. Campbell, C. Hall, and J. Dennis. "Does Eye Tracking Reveal More About the Effects of Buying Impulsiveness on the Green Industry Consumer Choice Behavior?" Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington D.C., August, 2013. (Presenter)
37. Khachatryan, H., J. Joireman, and K. Casavant. "The Effects of Intertemporal Considerations on Consumer Preferences for Biofuels." Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington D.C., August, 2013. (Presenter)
38. Campbell, B., B. Behe, H. Khachatryan, C. Hall, J. Dennis, P. Huddleston, and T. Fernandez. "Incorporating Eye Tracking Technology and Conjoint Analysis to Better Understand the Green Industry Consumer." Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington D.C., August, 2013.
39. Behe, B., B. Campbell, H. Khachatryan, C. Hall, and J. Dennis. "Look at What is Important: Eye-tracking Research on Plant Displays." American Society for Horticultural Science (ASHS), Palm Desert, CA, July, 2013.
40. Hall, C., B. Behe, B. Campbell, J. Dennis, and H. Khachatryan. "The Use of Smartphone Technologies to Access Gardening Information." American Society for Horticultural Science (ASHS), Palm Desert, CA, July, 2013.

41. Campbell, B., B. Behe, C. Hall, H. Khachatryan, and J. Dennis. "Consumer Perspectives on Local, Organic, and Sustainable Terms." American Society for Horticultural Science (ASHS), Palm Desert, CA, July, 2013.
42. Campbell, B., B. Behe, J. Dennis, C. Hall, and H. Khachatryan. "Plant Container Preferences for North American Consumers." American Society for Horticultural Science (ASHS), Palm Desert, CA, July, 2013.
43. Behe, B., B. Campbell, C. Hall, H. Khachatryan, and J. Dennis. "Consumer Perceptions of Sustainability." American Society for Horticultural Science (ASHS), Palm Desert, CA, July, 2013.
44. Khachatryan, H., B. Campbell, B. Behe, C. Hall, and J. Dennis. "Environmental Incentives and Willingness to Pay Price Premiums for Environmentally-friendly Plant Attributes." American Society for Horticultural Science (ASHS), Palm Desert, CA, July, 2013. (Presenter)
45. Campbell, B.L., B. Behe, J. Dennis, C. Hall, and H. Khachatryan. "Perceptions Associated with Eco-Friendly and Sustainable Labels." Northern Agricultural and Resource Economics Association: Ithaca, NY, June, 2013.
46. Khachatryan, H. "Environmental and Economic Incentives and Consumer Preferences for Ornamental Plants." Florida State Horticultural Society (FSHS) Annual Meeting, Sarasota, FL, June, 2013. (Presenter)
47. Xu, W., and H. Khachatryan. "The Impact of Integrated Pest Management Practices on U.S. Nursery Industry Annual Sales Revenue: An Application of Smooth Transition Spatial Autoregressive Models." Southern Agricultural Economics Association Meetings, Orlando, FL, February, 2013.
48. Choi, H-J., and H. Khachatryan. "Household Level Demand for Ornamental Plants with Stated Preference Data." Southern Agricultural Economics Association Meetings, Orlando, FL, February, 2013.
49. Khachatryan, H., C. Yue, B. Campbell, C. Hall, B. Behe, R. Lopez, J. Dennis. "The Effects of the Consideration of Future Consequences On Willingness to Pay Decisions for Plant Attributes." American Society for Horticultural Science (ASHS), Miami, FL, August, 2012. (Presenter)
50. Hodges, A.W., T. Stevens, M. Rahmani, and H. Khachatryan. "Economic Impacts of Expanded Woody Biomass Utilization for Electric Power in Florida." 58th Annual North

American Meetings of the Regional Science Association International (RSAI), Miami, FL, November, 2011. (Presenter)

51. Khachatryan, H., K. Casavant, E. Jessup, J. Chen, S. Chen, and C. Frear. "Waste to Fuels Technology: Regional Evaluation of Three Technology Options and the Economics for Converting Biomass to Fuels." 58th Annual North American Meetings of the Regional Science Association International (RSAI), Miami, FL, November, 2011. (Presenter)
52. Khachatryan, H., K. Casavant, E. Jessup, C. Frear, and J. Sage. "Geographic Market Assessment and Sensitivity Analysis for Renewable Fertilizers from Dairy Anaerobic Digestion with Integrated Nutrient Recovery Systems." 58th Annual North American Meetings of the Regional Science Association International (RSAI), Miami, FL, November, 2011. (Presenter)
53. Palma, M., B. Campbell, C. Hall, and H. Khachatryan. "Firm Size and Advertising Returns in the Green Industry." American Society for Horticultural Science (ASHS), Waikoloa, HI, September, 2011.
54. Livingston, O., D. Anderson, R. Butner, E. Jessup, H. Khachatryan, J. Sage, C. Stöckle, J. Wu, and F. Ye. "Impacts of Biofuel Mandates in Pacific Northwest Regions: Incorporating Land into a Regional CGE Model." PNNL-SA-79957. Pacific Northwest Regional Economic Conference (PNREC), Victoria, BC, Canada, May, 2011.
55. Khachatryan, H., K. Casavant, E. Jessup and C. Frear. "Economic Feasibility Assessment for Renewable Fertilizers from Anaerobic Digestion with Integrated Nutrient Recovery System." International Food and Agribusiness Management Association (IFAMA), Frankfurt, Germany, June, 2011.
56. Casavant, K., H. Khachatryan and E. Jessup. "Transportation Costs Impacts on Economic Viability of Ethanol/Biofuels Production." World Conference on Transportation Research, (WCTR), Portugal, July, 2010.
57. Khachatryan, H., E. Jessup and K. Casavant. "Locally Linear Spatial Estimation of Ethanol Demand in Minnesota." The 4th World Conference of the Spatial Econometrics Association (SEA), Chicago, IL, June, 2010. (Presenter)
58. Khachatryan, H., E. Jessup and K. Casavant. "Waste to Fuel: Investigation of Regional Biomass Supply." Pacific Northwest Regional Economic Conference (PNREC), Missoula, MT, May, 2010. (Presenter)

59. Khachatryan, H., E. Jessup and K. Casavant. "Spatial Patterns in Household Demand for Ethanol." Transportation Research Forum (TRF), Washington DC, March, 2010. (Presenter)
60. Khachatryan, H., E. Jessup and K. Casavant. "Spatial Patterns in Household Demand for Ethanol." Washington State University Academic Showcase, Pullman, WA, March, 2010. (Presenter)
61. Khachatryan, H., E. Jessup and K. Casavant. "The Spatial and Temporal Differences in the Price-Elasticity of Demand for Biofuels." Regional Science Association International (RSAI), San Francisco, CA, November, 2009. (Presenter)
62. Chen, J., H. Khachatryan, C. Frear, S. Chen, and E. Jessup. "Techno-Economic Analysis of Waste to Energy Process Based On Biorefinery Process Models." The American Institute of Chemical Engineers (AIChE), Nashville, TN, November, 2009.
63. Khachatryan, H., E. Jessup and K. Casavant. "A GIS-based Estimation of Regional Biomass Supply and Transportation Costs for Biofuel Plant Least-Cost Location Decisions." Transportation Research Forum (TRF), Portland, OR, March, 2009. (Presenter)
64. Khachatryan, H., K. Casavant and E. Jessup. "An Optimal Location Choice Model: Estimating Regional Biomass Supply and Transportation Costs for Biofuel Plants in the State of Washington." Washington State University Academic Showcase, Pullman, WA, March, 2009. (Presenter)
65. Khachatryan, H., E. Jessup and K. Casavant. "Estimating Distribution Costs for Cellulosic Ethanol: Origin-Destination Route Optimization using Geographic Information Systems." Regional Science Association International (RSAI), Brooklyn, NY, November, 2008. (Presenter)
66. Khachatryan, H., E. Jessup and K. Casavant, and S. Chen. "Biomass Inventory Technology and Economics Assessments: Collection and Distribution Cost Curves." Pacific Rim Summit on Industrial Biotechnology and Bioenergy, Vancouver, BC, Canada, September, 2008. (Presenter)
67. Khachatryan, H., E. Jessup and K. Casavant. "Delivered Transportation Costs of Forest Residue for Cellulosic Ethanol Processing." International Food and Agribusiness Management Association (IFAMA), Monterey, CA, June, 2008. (Presenter)
68. Khachatryan, H., E. Jessup and K. Casavant. "A Geographic Information Systems Approach to Estimating Delivered Cost of Energy Feedstocks." Canadian Transportation Research Forum (CTRF), Fredericton, New Brunswick, Canada, June, 2008. (Presenter)

69. Khachatryan, H., E. Jessup and K. Casavant. "Spatial Investigation of Biomass for Cellulosic Ethanol Processing in the State of Washington." Pacific Northwest Regional Economic Conference (PNREC), Tacoma, Washington, May, 2008. (Presenter)
70. Khachatryan, H., E. Jessup and K. Casavant. "Modeling Infrastructure for Biofuels Industry: Derivation of Crop Residue Feedstock Supply Curves Using Geographic Information Systems." Transportation Research Forum (TRF), Fort Worth, TX, March, 2008. (Presenter)
71. Khachatryan, H., E. Jessup and K. Casavant. "Modeling Infrastructure for Biofuels Industry: Derivation of Biomass Collection and Transportation Costs Using Geographic Information Systems." Washington State University Academic Showcase, Pullman, WA, March, 2008. (Presenter)
72. Khachatryan, H., E. Jessup and K. Casavant. "Marketing of Washington's Mineral Production: Investigation of Transportation Using a Spatial Error Model." International Food and Agribusiness Management Association (IFAMA), Parma, Italy, June, 2007. (Presenter)
73. Khachatryan, H., E. Jessup and K. Casavant. "Payload Weights and Hauling Distances: The Potential Effects on Highway Deterioration." Canadian Transportation Research Forum (CTRF), Winnipeg, Canada, June, 2007. (Presenter)
74. Khachatryan, H., E. Jessup and K. Casavant. "Spatial Investigation of Mineral Transportation Characteristics in the State of Washington." Transportation Research Forum (TRF), Boston, MA, March, 2007. (Presenter)
75. Khachatryan, H., E. Jessup and K. Casavant. "Investigation of Mining/Mineral Transportation Characteristics in the State of Washington." Washington State University Academic Showcase, Pullman, WA, March, 2007. (Presenter)

SEMINARS AND WORKSHOP PRESENTATIONS

1. Khachatryan, H., G. Hansen, and A. Rihn. "Homeowners' Preferences for Alternative Residential Landscapes." Florida Association of Native Nurseries (FANN), The Native Plant Show, Bradenton, FL, April, 2017. (Presenter)
2. Zhang, X., H., Khachatryan, H., and M. Dukes. "Investigating Homeowners' Preferences for Smart Irrigation Technology Features." 2nd Urban Landscape Summit, Center for Landscape

Conservation and Ecology (CLCE), Institute of Food and Agricultural Sciences, University of Florida, March, 2017.

3. Khachatryan, H., A. Rihn, and X. Zhang. "Economic Incentives and Preferences for Eco-friendly Residential Landscaping." 2nd Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Sciences, University of Florida, March, 2017. (Presenter)
4. Khachatryan, H., A. Rihn, and G. Hansen. "Maintenance vs. Aesthetics: Investigating Homeowners' Preference for Alternative Residential Landscapes." 2nd Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Sciences, University of Florida, March, 2017. (Presenter)
5. Khachatryan, H. "Framework for Downy Mildew Economic Analysis." The IR-4 Downy Mildew Workshop, Philadelphia, PA, November 15-16, 2016. (Presenter)
6. Khachatryan, H. "Barriers to the Adoption of Alternative Pest Management Practices by Ornamental Plant Growers." The IR-4 Downy Mildew Workshop, Philadelphia, PA, November 15-16, 2016. (Presenter)
7. Rihn, A., and H. Khachatryan. "Consumer preferences for pollinator-related promotions." UF/IFAS Master Gardener Program Training, Mid-Florida Research and Education Center, Apopka, FL. November 15, 2016.
8. Hodges, A., Khachatryan, H., Rahmani, M., and C. Court. Economic Contributions of the Florida Environmental Horticulture Industry in 2015. Florida Nursery, Growers and Landscape Association Board of Directors Meeting. Mid-Florida Research and Education Center, Apopka, FL, November 14, 2016.
9. Rihn, A., and H. Khachatryan. 2016. "Consumer preferences for pollinator-related promotions." Northeast Greenhouse Conference and Expo, Boxborough, MA, November 9-10, 2016.
10. Khachatryan, H., C. Solis, and R. Beeson. "Profitability of Citrus Tree Greenhouse Production Systems." FNGLA Annual Spring Citrus Nursery Workshop, Mid-Florida Research and Education Center, Apopka, FL, April 26, 2016. (Presenter)
11. Khachatryan, H. "Improving Profitability and Marketing Effectiveness In Florida Agribusiness Firms." UF/IFAS Central District Extension Symposium, Lake County Extension Office, Tavares, FL, April 21, 2016. (Presenter)

12. Khachatryan, H., and A. Rihn. "Consumer Perceptions of Pollinator Friendly Plants." Florida Association of Native Nurseries (FANN), The Native Plant Show, Kissimmee, FL, April, 2016. (Presenter)
13. Khachatryan, H., and D. H. Suh. "Why do we Adopt Environmentally Friendly Lawn Care? Evidence from Do-It-Yourself Consumers." 1st Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Sciences, University of Florida, March, 2016.
14. Khachatryan, H. "Preferences and Willingness to Pay for Smart Controllers in Residential Landscape Irrigation." 1st Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Sciences, University of Florida, March, 2016. (Presenter)
15. Soto, J., D. Adams, H. Khachatryan, and A. Koeser. "Consumer Preferences for Ecosystem Services from Urban Forest Landscapes." 1st Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Sciences, University of Florida, March, 2016.
16. Khachatryan, H. "Improving Profitability and Marketing Effectiveness In Florida Agribusiness Firms: Marketing-Advertising and Promotion." In-Service-Training, Food and Resource Economics Department, University of Florida, Apopka, FL, January, 2016. (Presenter)
17. Khachatryan, H. and C. Solis. "Determining the Optimum Irrigation System and Spacing for Maximum Output and Profit: A Project Update." 2015 FNGLA Citrus Nursery Division Annual Conference, December, 2015. (Presenter)
18. Khachatryan, H. "Ideas on How to Market to Your Customer." Smart Marketing, More Customers, More Profits. Connecticut Department of Agriculture and University of Connecticut College of Agriculture, Health and Natural Resources Extension, New Haven, CT, November, 2015. (Presenter)
19. Khachatryan, H. "Incorporating Eye Tracking in Consumer Behavior Research." Training Course for Bio-Agricultural Technology R&D and Industrial Applications. University of Florida, Institute of Food and Agricultural Sciences, Mid-Florida Research and Education Center, Apopka, FL, October, 2015. (Presenter)
20. Khachatryan, H. "University-Private Sector Partnerships: The Role of Transformative Research at the University of Florida." University-Industry Partnership Symposium, International Center for Agribusiness Research and Education (ICARE), Yerevan, Armenia,

July, 2015. (Presenter)

21. Khachatryan, H. "Marketing Ornamentals: Adding Value through Promoting Novel Plant Attributes." Nursery Management Magazine's "Increasing Profits" Virtual Conference, June, 2015. (Presenter).
22. Khachatryan, H. "Utilizing Eye Tracking and Other Biometric Data Collection Techniques in Consumer Behavior Research." Carson School of Business, Department of Marketing, Washington State University, Pullman, WA, April, 2015. (Presenter)
23. Khachatryan, H. and C. Solis. "Determining the Optimum Irrigation System and Spacing for Maximum Output and Profit." 2015 Florida Nursery, Growers and Landscape Association (FNGLA) Citrus Nursery Division Annual Conference, April 15, 2015. (Presenter)
24. Khachatryan, H., and A. Rihn. "Adding Value through Promoting Novel Plant Attributes." Florida Association of Native Nurseries (FANN), The Native Plant Show, Kissimmee, FL, April, 2015. (Presenter)
25. Khachatryan, H. "Eye Tracking Applications in Consumer Research." International Center for Agribusiness Research and Education (ICARE), Yerevan, Armenia. March 17, 2015. (Presenter)
26. Khachatryan, H. "Origin Information on Wine Labels and Consumer Preferences." International Center for Agribusiness Research and Education (ICARE), Yerevan, Armenia. March, 2015. (Presenter)
27. Khachatryan, H. "Consumers' Willingness to Pay Price Premiums for *Fresh from Florida* Labeled Ornamental Plants: Insights from Eye Tracking Experiments." Winter Foliage Forum, Pierson, FL. January 21, 2015. (Presenter)
28. Khachatryan, H. "Consumer Preferences for Eco-Friendly Plant Attributes: Insights from Applied Research." American Flower Endowment Trustees Annual Meeting. Mid-Florida Research and Education Center, Apopka, FL, January 19, 2015. (Presenter)
29. Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. "Understanding Consumer Preferences and Demand for Ornamental Plants." The IR-4 Ornamental Horticulture Pollinator Workshop, Baltimore, MD. December 15-16, 2014. (Presenter)
30. Khachatryan, H., A. Rihn, B. Campbell, C. Hall, and B. Behe. "Consumer Perceptions of Pollinator-friendly Plants." The IR-4 Ornamental Horticulture Pollinator Workshop, Baltimore, MD. December 15-16, 2014. (Presenter)

31. Khachatryan, H., “Economic Analysis of Sustainable Residential Landscaping Practices.” Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, Apopka, FL, December, 2014. (Presenter)
32. Khachatryan, H. “Economic Evaluation of Nursery Citrus Production Profitability.” 2014 FNGLA Citrus Nursery Division Annual Conference, Mid-Florida Research and Education Center, Apopka, FL, December, 2014. (Presenter)
33. Aristizábal, L. F., Y. Chen, R. Cherry, R. Cave, H. Khachatryan, and S. Arthurs. “Monitoring and Biorational Management of Chilli Thrips on KnockOut[®] Rose Under Nursery Conditions.” Presented at the 19th Ornamental Workshop on Diseases and Insects, Hendersonville, NC. Sept 29-Oct 3rd, 2014.
34. Khachatryan, H. “Preferences and Willingness to Pay for Smart Irrigation Controllers in Florida” Webinar. Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, September, 2014. (Presenter)
35. Khachatryan, H. “Homeowners’ Preferences for Landscaping Practices: Are Floridians Willing to Pay More for Eco-Friendly Lawn Fertilizers?” Webinar. Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, August, 2014. (Presenter)
36. Khachatryan, H. “Preferences and Willingness to Pay for Smart Irrigation Controllers in Florida.” Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, Apopka, FL, August, 2014. (Presenter)
37. Khachatryan, H, and A. Hodges. “Investigation of Economic Impacts of Florida’s Highway Beautification Program.” Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, Apopka, FL, August, 2014. (Presenter)
38. Khachatryan, H. “Florida Nursery and Landscape Industry Overview and Outlook.” Webinar. Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, May, 2014. (Presenter)
39. Khachatryan, H., A. Hodges, M. Rahmani, and T. Stevens. “Investigation of Economic Impacts of Florida’s Highway Beautification Program.” Florida Department of Transportation, May, 2014. (Presenter)
40. Khachatryan, H., and A. Hodges. “Investigation of Economic Impacts of Florida’s Highway Beautification Program: Project Overview.” Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, FL, December, 2013. (Presenter)

41. Khachatryan, H. and G. Zhou. "Investigation of Environmental and Economic Incentives for Sustainable Residential Landscaping Practices in Florida: Project Overview." Center for Landscape Conservation and Ecology, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, FL, December, 2013. (Presenter)
42. Khachatryan, H. "Florida Nursery and Landscaping Industry Economic Outlook for 2014." Mid-Florida Research and Education Center, Apopka, FL, December, 2013. (Presenter)
43. Khachatryan, H., and A. Hodges. "Florida Nursery and Landscape Industry Economic Outlook for 2014." Agricultural Commodity and Policy Outlook Conference, Food and Resource Economics Department, University of Florida, Gainesville, FL, December, 2013. (Presenter)
44. Khachatryan, H., C. Hall, B. Behe, B. Campbell, J. Dennis, and C. Yue. "Consumer Perceptions and Preferences for Plant Attributes: Insights from Eye Tracking Experiments." Plant Growth Regulation Society of America (PGRSA), Orlando, FL, July, 2013
45. Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2013. "What Really Captures Consumers' Eyes in the Retail Garden Center, Garden, and Landscape?" Perennial Plant Conference, University of Connecticut, Storrs, CT, March 21st.
46. Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue 2013. "Applying Technology to Gauge Customer Marketing Preferences" Northern New England Nursery Conference, Portsmouth, NH, March 7th.
47. Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2013. "Eye Tracking Technology: What Drives Consumer Purchasing of Plants." Connecticut Nursery and Landscape Association: Winter Symposium, Manchester, CT, Jan. 4th.
48. Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2012. "Perception and Misperception of Local: A U.S. and Canadian Comparison." New York Produce Show and Conference, New York City, NY, Dec. 5th.
49. Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2012. "Integrating New Technologies into Research: Exploring Eye Tracking Technology." Department of Agricultural and Resource Economics, University of Connecticut, Sept. 22nd.
50. Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2012. "Perception and Misperception of Local: A U.S. and Canadian Comparison." Department of Allied Health Sciences, University of Connecticut, Dec. 3rd.

51. Campbell, B.L., B. Behe, J. Dennis, C. Hall, H. Khachatryan, and C. Yue. 2012. "Perception and Misperception of Local: A U.S. and Canadian Comparison." Department of Agricultural and Resource Economics, University of Connecticut, Sept. 7th.
52. Khachatryan, H. "Florida Nursery Crops and Landscaping Industry Economic Outlook for 2013." Mid-Florida Research and Education Center, Apopka, FL, November, 2012. (Presenter).
53. Khachatryan, H., and A. Hodges. "Florida Nursery Crops and Landscaping Industry Economic Outlook for 2013." Agricultural Commodity and Policy Outlook Conference, Food and Resource Economics Department, University of Florida, Gainesville, FL, November, 2012. (Presenter)
54. Khachatryan, H. "Understanding Determinants of Consumers' Choice Decision Making." Central Florida Green Team Meeting. Mid-Florida Research and Education Center, Apopka, FL, October, 2012. (Presenter)
55. Khachatryan, H. "Consumer Purchasing Behaviors: Investigating Mechanisms Underlying Choice Decisions." The Landscape Show (Florida Nursery, Growers and Landscape Association) Orlando, FL, September, 2012. (Presenter)
56. Khachatryan, H. "The MREC Horticultural Economics Program: Investigating Consumers' Purchasing Behaviors." Mid-Florida Research and Education Center Field Day, Apopka, FL, May, 2012. (Presenter)
57. Khachatryan, H. "Starting Your Academic Career." Graduate Student Symposium at the 53rd Transportation Research Forum, Tampa, FL, March, 2012. (Presenter)
58. Hodges, A., T. Stevens, M. Rahmani, and H. Khachatryan. "Economic Contributions of the Florida Environmental Horticulture Industry in 2010." The Landscape Show (Florida Nursery, Growers and Landscape Association), Orlando, FL, September, 2011.
59. Khachatryan, H. "Economic Contributions of the Florida Environmental Horticulture Industry in 2010: Preliminary Results." Mid-Florida Research and Education Center, Apopka, FL, September, 2011. (Presenter)
60. Casavant, K., and H. Khachatryan. "Background on the Relationship between Transport and Trade." Washington State Transportation Commission, Olympia, WA, July 19, 2011.
61. Khachatryan, H. Spatial and Temporal Differences in Price-Elasticity of Demand for Ethanol. Food and Resource Economics Department, University of Florida. July, 2010. (Presenter)

62. Khachatryan, H. Local Factors Influencing the Economic Viability of Ethanol Promotion Programs in Minnesota. Mid-Florida Research and Education Center, University of Florida. July, 2010. (Presenter)
63. Khachatryan, H., K. Casavant, and E. Jessup. "Waste to Fuels: Economic Feasibility of Biofuels Processing in the State of Washington." Beyond Waste Workshop, Washington State Department of Ecology (WSDOE; Head Office), Lacey, WA, June, 2009. (Presenter)

ACADEMIC SERVICE

University and College level

- **Senator**, Faculty Senate, University of Florida, 2013-2016.
- **Member**, Faculty Assembly, University of Florida Institute of Food and Agricultural Sciences, 2015-2018.
- **Member**, Faculty Assembly, University of Florida Institute of Food and Agricultural Sciences, 2012-2015.
- **Member**, Smith-Lever Act 100th Anniversary Task Force, 2013-2014.

Departmental level

- **Member**, Search and Screen Committee, 2016 (UF-IFAS Food and Resource Economics Department – Assistant Professor in Economic Impact Analysis/Regional Science position).
- **Member**, Search and Screen Committee, 2015-16 (UF-IFAS Mid-Florida Research and Education Center Director position).
- **Member**, Review Committee, 2014 Awards of Excellence for Graduate Research, Food and Resource Economics Department, University of Florida.
- **Member**, Search and Screen Committee, 2014 (UF-IFAS Mid-Florida Research and Education Center - Center Director position).
- **Member**, Search and Screen Committee, 2014 (UF-IFAS Mid-Florida Research and Education Center - Assistant Professor position).
- **Member**, 2013 Best Doctoral Dissertation Award Selection Committee, Food and Resource Economics Department

- **Member**, Search and Screen Committee, 2013 (Assistant Professor position – Ornamental and Landscape Invasive Weed Management, UF-IFAS, University of Florida)
- **Member**, Greenhouse Production Advisory Committee, Orange County Extension (2011-present)
- **Member**, MREC Research Field Day Organizational Committee (2011 – present)

Academic Associations Service

- **Founding Member**, The Agricultural and Applied Economics Association's (AAEA) Experimental Economics Section, 2015.
- **Founding Member**, The Agricultural and Applied Economics Association's (AAEA) Specialty Crop Economics Section, 2016.

Multistate Research Project Administration Service

- **Secretary**, S1051 USDA Multistate Research Project (Green Industry Research Consortium)

Ad Hoc Reviewer

- Agricultural and Resource Economics Review
- Canadian Journal of Agricultural Economics
- Journal of Environmental Psychology
- International Food and Agribusiness Management Review
- Journal of the Transportation Research Forum
- HortTechnology
- HortScience
- University of Florida Electronic Data Information Source (EDIS) Publications
- The Agricultural and Applied Economics Association's (AAEA) annual conference paper presentation proposals

Graduate Student Advising

Graduate Committee Chair:

- Xumin Zhang, Ph.D student, Food and Resource Economics Department, University of Florida, 2015-2019.
- Wan Xu, Ph.D student, Food and Resource Economics Department, University of Florida, 2011-2015.
Job placement: SAS Institute, Cary, NC.
- Carlos Solis, M.S. student, Food and Resource Economics Department, University of Florida, 2014-2016.
Job placement: Conservation Strategy Fund, Bolivia.

Graduate Committee Member:

- Derek Allen, Ph.D student, School of Forestry Resources and Conservation, University of Florida, 2013-present.
- Meng Shen, Ph.D student, Food and Resource Economics Department, University of Florida, 2013-present.

Postdoc Research Associates Advising

- Alicia Rihn (Ph.D, Horticultural Sciences, University of Minnesota), 2014-present.
- Dong Hee Suh (Ph.D, Food and Resource Economics, University of Florida), 2014-2016.
Job placement: Assistant Professor at Korea University.
- Guzhen Zhou (Ph.D, Agricultural Economics, University of Kentucky), 2013-2014.
Job placement: Assistant Professor at Jiangxi University of Finance and Economics.
- Hee Jung Choi (Ph.D, Agricultural Economics, North Carolina State University), 2012-2013. *Job placement:* Manager of Custom Analytics at Nielsen.

ACADEMIC AWARDS

- Best Paper Award, Innovation Category, International Food and Agribusiness Management Association, Aarhus, Denmark, 2016.
- Superior Service Award from USDA's Agricultural Marketing Service for the USDA/Department of Transportation Study of Rural Transportation Issues project, 2012.
- Washington State University Research Assistant of the Year - Excellence Award, Pullman, Washington, 2010.

- Best Paper Award Runner Up, Canadian Transportation Research Forum, Fredericton, New Brunswick, Canada, 2008.
- Agricultural and Rural Transportation Paper, Second Award, Transportation Research Forum, Fort Worth, Texas, 2008.
- Organization of Istanbul Armenians Scholarship Winner, 2006 and 2008.

PROFESSIONAL MEMBERSHIP

- American Economic Association
- Agricultural and Applied Economics Association
- International Food and Agribusiness Management Association
- Southern Agricultural Economics Association
- Florida State Horticultural Society
- American Society for Horticultural Science
- International Society for Horticultural Science
- Spatial Econometrics Association
- Transportation Research Forum
- Canadian Transportation Research Forum
- Regional Science Association International
- Pacific Northwest Regional Economic Conference

OTHER PROFESSIONAL EXPERIENCES

- Program Coordinator, Cost Share Coordinator, Project Harmony (PH) Armenian Branch (subdivision of PH International, Waitsfield, VT, USA), Yerevan, Armenia, 2004-2005.
- Research Assistant, USDA Marketing Assistance Project in Armenia, 2003-2004.
- Intern, Farmers Cooperative of El Campo, El Campo, TX, (futures/options trading studies; visits to the Chicago Board of Trade and New York Board of Trade), 2003.

LANGUAGE SKILLS

- Armenian (native proficiency)
- Russian (full professional proficiency)