

Sungeun Yoon, Ph.D.

Food and Resource Economics Department
University of Florida
2111 MCCB, Gainesville, Florida

Email: sungeunyon@ufl.edu
Phone: (352) 294-7651

EDUCATION

Ph.D. Food and Resource Economics, University of Florida, Aug 2021

Dissertation: *Essays about the influence of environmental concern on consumer behavior*

M.A. Agricultural Economics, Seoul National University, Feb 2013

B.A. Agricultural Economics and B.S. Horticulture, Chungbuk National University, Aug 2009

POSITIONS

Postdoctoral Associate, University of Florida, Sep 2021 - Present

Graduate Assistant, University of Florida, Aug 2016 - Aug 2021

Researcher, Korea Rural Economic Institute, Jan 2013 - July 2016

RESEARCH INTERESTS

Consumer Behavior, Food Marketing, Sustainability, Food and Environmental Policy, Health and Nutrition

PUBLICATIONS

Peer-Reviewed Journal Articles

- **Yoon, S.**, Gao, Z., & House, L. (2022). Do Efforts to Reduce Packaging Waste Impact Preferences for Meal Kits? *Food Quality and Preference*, 96, 104410 [\[LINK\]](#)
- Heng, Y., **Yoon, S.**, and House, L. (2021). Explore Consumers' Willingness to Purchase Biotechnology Produced Fruit: An International Study. *Sustainability*, 13(22), 12882 [\[LINK\]](#)

In submission

- **Yoon, S.**, House, L., Gao, Z., Grogan, K., and Mullally, C. Is Environmental Consciousness Associated with Organic Food Consumption? - A Revealed Preference Approach.

Working papers in Progress

- **Yoon, S.**, House, L., and Gao, Z. The Spillover Effect of Plastic Bag Regulation on Nonregulated Single-Use Plastics in the U.S.
- **Yoon, S.**, Heng, Y., and House, L. Demand and Marketing Strategies of Florida Orange Juice.
- Wu, Q., Yu, L., **Yoon, S.**, Gao, Z., Hricik S., Goodrich, R., Sims C., and Wang, Y. Modernizing Standards of Identity for Orange Juice? Consumer Acceptance of HLB-tolerant Citrus Juice Blending ratio.
- Reisi-Gahrooei, M., Court C., Ferreira J., **Yoon, S.**, and Ahmadi, B. Data-Driven Analysis of the Economic Impacts of Disasters.

TEACHING EXPERIENCES

Teaching Assistant

AEB 4126 Agricultural and Natural Resource Ethics, Fall 2020

AEB 4334 Agricultural Price Analysis and Consumer Behavior, Spring 2020

AEB 3671 Comparative World Agriculture, Spring 2019

AEB 4343 International Agribusiness Marketing, Spring 2018

AEB 3144 Introduction to Agricultural Finances, Fall 2017 and Fall 2018

AEB 3300 Agricultural and Food Marketing, Fall 2016 and Spring 2017

Guest Lecturer

AEB 4334 Agricultural Price Analysis and Consumer Behavior, Spring 2020

PRESENTATIONS

- (selected) **Yoon, S.**, House, L., Gao, Z. "The Spillover Effect of Plastic Bag Regulation on Non-regulated Single-use Plastics in the U.S.," Agricultural and Applied Economics Association Annual Meeting, Austin, TX, Aug 2021
- (selected) **Yoon, S.**, Gao, Z., and House, L. "Analysis of Healthy and Convenient Food: The Example of Meal Kits," Agricultural and Applied Economics Association Annual Meeting, Atlanta, GA, July 2019.
- (selected) **Yoon, S.**, House, L., Gao, Z., Grogan, K., and Mullally, C. "Is Environmental Consciousness Associated with Organic Consumption? - A Revealed Preference Approach", Agricultural and Applied Economics Association Annual Meeting, Atlanta, GA, July 2019.
- **Yoon, S.** and McFadden, B. "Demand Elasticity of Fruits and Vegetables by Income," Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington, D.C., August 2018.

SERVICES

- Referee, PLOS ONE, Sustainability, International Food and Agribusiness Management Review
- Abstract Reviewer, Agricultural and Applied Economics Association Selected Papers, 2018
- President, Graduate Student Organization, *Food and Resource Economics, University of Florida*, 2019-2020

AWARDS AND HONORS

- Harold B. Clark Award, University of Florida, 2019.
- Werner and Margaret C. Husmann Scholarship, University of Florida, 2018.
- Graduate Research Scholarship, Korea Student Aid Foundation, 2011.
- Study Scholarship, Korea Student Aid Foundation, 2008.
- Merit-Based Scholarship, Chungbuk National University, 2007.
- Study Scholarship, Ministry of Education and Human Resource Development, 2005 and 2006.