

Sungeun Yoon, Ph.D.

Food and Resource Economics Department
University of Florida

Email: sungeunyon@ufl.edu

EDUCATION

Ph.D. Food and Resource Economics, University of Florida	Aug 2021
Dissertation: <i>Essays about the influence of environmental concern on consumer behavior</i>	
M.A. Agricultural Economics, Seoul National University	Feb 2013
B.A. Agricultural Economics and B.S. Horticulture, Chungbuk National University	Aug 2009

APPOINTMENTS

Assistant Research Scientist, University of Florida	Nov 2022 – Current
Postdoctoral Associate, University of Florida	Sep 2021 – Nov 2022
Graduate Assistant, University of Florida	Aug 2016 – Aug 2021
Research Associate, Korea Rural Economic Institute	Jan 2013 – July 2016

PUBLICATIONS

Peer-Reviewed Academic Journal Articles

- Heng, Y., **Yoon, S.**, House, L., and Gao, Z. (2022). Not All Juices are the Same: The Superior Perception of and Preference for Florida Orange Juice. *Journal of Agricultural and Applied Economics*. [\[LINK\]](#)
- **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 [\[LINK\]](#)

Working Papers

- **Yoon, S.**, House, L., and Gao, Z. Environmental Policy Behavioral Spillovers: The impact of California's Single-use Bag Ban on the Use of Unregulated Single-use Plastics
- **Yoon, S.**, House, L., Gao, Z., Grogan, K., and Mullally, C. Is Environmental Consciousness Associated with Organic Food Consumption? - A Revealed Preference Approach
- Yu, L., **Yoon, S.**, Wu, Q., Gao, Z., Hricik S., Goodrich, R., Sims C., and Wang, Y. Modernizing Standards of Identity for Orange Juice: Evidence from Consumer Acceptance of Orange Juice Blend.

Research in Progress

- **Yoon, S.**, Chen, L. A., Heng, Y., and House, L. Consumers and Inflation at the Grocery Store, 2018-2022
- **Yoon, S.**, Heng, Y., and House, L. Demand and Marketing Strategies of Florida Orange Juice
- **Yoon, S.**, Chen, L. A., and House, L. Examining Diet Disparities of Disadvantage Populations during the COVID-19 Pandemic through Scanner Data: Comparisons between Pre-pandemic and Pandemic
- Chen, L. A., **Yoon, S.**, and House, L. A Cross-national Comparison of FAH and FAFH Acquisition During the COVID-19 Pandemic

Peer-Reviewed Extension Journal Articles

- Heng, Y., **Yoon, S.**, and House, L. (2021). Consumers' Perceptions and Preferences toward Florida Orange Juice: FE1110, 12/2021. *EDIS 2021* (6). [\[LINK\]](#)

Outreach Materials

- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: Belgium. 2021-22, Florida Agricultural Market Research Center Report N. 2022-1.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: Canada. 2021-22, Florida Agricultural Market Research Center Report N. 2022-2.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: France. 2021-22, Florida Agricultural Market Research Center Report N. 2022-3.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: Japan. 2021-22, Florida Agricultural Market Research Center Report N. 2022-4.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: Netherlands. 2021-22, Florida Agricultural Market Research Center Report N. 2022-5.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: South Korea. 2021-22, Florida Agricultural Market Research Center Report N. 2022-6.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: United Kingdom. 2021-22, Florida Agricultural Market Research Center Report N. 2022-7.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: United States. 2021-22, Florida Agricultural Market Research Center Report N. 2022-8.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Grapefruit: Executive Summary 2021-22, Florida Agricultural Market Research Center Report N. 2022-11.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Orange Juice: Canada. 2021-22, Florida Agricultural Market Research Center Report N. 2022-9.
- **Yoon, S.** and L. House. Consumer Perspectives on Florida Citrus – Orange Juice: South Korea. 2021-22, Florida Agricultural Market Research Center Report N. 2022-10.

TEACHING EXPERIENCES

Guest Lecturer

AEB 4334 Agricultural Price Analysis and Consumer Behavior, Spring 2020

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

SELECTED PRESENTATIONS

- **Yoon, S.,** Chen, L. A., and House, L. "Examining Diet Disparities of Disadvantage Populations during the COVID-19 Pandemic through Scanner Data: Comparisons between Pre-pandemic and Pandemic" Agricultural and Applied Economics Association Annual Meeting, Anaheim, CA, Aug 2022.
- **Yoon, S.,** Heng, Y., and House, L. "Demand and Marketing Strategies of Florida Orange Juice" Southern Agricultural Economics Association Annual Meeting, New Orleans, LA, Feb 2022.
- **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.
- **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.
- **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 Annual Meeting, Washington, D.C., August 2018.

SERVICES

Referee, Heliyon, Food Ethics, 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.

RESEARCH FIELDS OF INTERESTS

Food Marketing, Consumer Behavior, Health, Diversity, Waste Reduction, Food and Environmental Policy