

Xiang Bi

Food and Resource Economics Department

University of Florida

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Field of Interest

Environmental and Resource Economics, Consumer Economics and Marketing, Survey and Experimental Methods, Development Economics

Education

- 2005-2011 Ph.D. Agricultural and Applied Economics, University of Illinois at Urbana-Champaign
- 2001-2003 M.S. Agricultural Economics and Management, Wageningen University, Netherlands
- 1996-2000 B.S. Economics and Management, Agricultural University of Hebei, P.R. China

Professional Experience

- July 2013 to present Assistant Professor, Food and Resource Economics Department, University of Florida (UF)
- July 2013 to present Affiliate Faculty, Water Institute, Florida Climate Institute, UF
- Jan 2011-July 2012 Postdoctoral Research Associate, Food and Resource Economics Department, UF
- Aug 2005-Dec 2010 Research and Teaching Assistant, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign (UIUC)
- July 2003-July 2005 Senior Research Assistant, Center for Chinese Agricultural Policy, Chinese Academy of Sciences, Beijing, China
- Aug 2002-Nov 2002 Affiliated Masters-Thesis Researcher, GIS Lab, International Rice Research Institute, Philippines

Teaching Experience

- 2014-present Instructor, UF
- Agribusiness and Food Marketing Management (senior core)
- Econometrics (senior undergraduate elective)
- Environmental Economics (PhD elective)
- 2008-2010 Teaching assistant, UIUC
- Applied Statistical Methods, Development and Environment, International Trade in Food and Agriculture

Grants Received (total \$922,790)

- PI Identifying Tipping Points and Willingness to Pay for Adaptation Strategies to Sea Level Rise, 2016-2017, \$149,931.
- PI Accessing the Social Economic Impacts of Ecosystem Restoration Project: evidence

- from China's Three North Shelterbelt Program, 2016-2017, \$49,790
- PI Economic Valuation of Recreation and Ecotourism in the St. John's River, 2014- 2015, \$48,303.
- Co-PI Innovative Policies to Optimize the Allocation of Water Quality and Conservation Investments and Maximize Multiple Benefits, 2014-2017, \$659,676.
- Co-PI Valuation of Recreation in the Ocklawaha/Silver River, 2016, \$15,000.

Supervision of Graduate Students

- Committee chair and co-chair of 4 M.S. students; 2 PhD students
- Committee member of 2 M.S. students

Publications in Peer-Reviewed Journals (*bold-self*)

- Gao, Z., L. House and **X. Bi**. 2016. "Finding True Consumer Attitudes: Do Validation Questions Help?" *Food Policy*. DOI: 10.1016/j.foodpol.2016.09.001.
- Borisova, T., **X. Bi.**, S. Larkin. 2016. "Assessing Nature-Based Recreation to Support Economic Development and Environmental Sustainability Extension Programs." *Journal of Extension*. <https://joe.org/joe/2016october/rb1.php>
- Bi, X.**, L. House, and Z. Gao. 2016. "Impacts of Nutrition Information on Choices of Fresh Seafood among Parents" *Marine Resource Economics* 31(3): 355-372.
- Bi, X.**, Z. Gao, L. House, and D. Hausmann. 2015. "Tradeoffs between sensory attributes and organic labels: the case of orange juice" *International Journal of Consumer Studies* 39(2): 162-171.
- Bi, X.**, and M. Khanna. 2012. "Re-assessment of the Impact of EPA's Voluntary 33/50 Program on Toxic Releases." *Land Economic*, 88:341-361.
- Bi, X.**, L. House, Z. Gao, and F. Gmitter. 2012. "Sensory Evaluation and Experimental Auctions: Measuring Willingness to Pay for Specific Sensory Attributes." *American Journal of Agricultural Economics*, 94(2): 562-568.
- Dong, X., **X. Bi.** and D. Hu. 2006. "The Change of Agricultural Products Retail Market in China's Urban Area and Its Influence on farmers." *Rural Economy*, 280, 87-90 (Chinese).

Submitted Manuscripts (*-student author)

- Bi, X.** and M. Khanna. "Pollution Prevention by the Voluntary 33/50 Program: Implications for Toxic Releases and Recycling." (revise and resubmit).
- Bi, X.** "Cleansing the Air at the Expense of Waterways? Empirical evidence from the toxic releases of coal-fired power plants in the U.S." (revise and resubmit).
- Ulrich*, O., **X. Bi.**, T. Borisova, S. Larkin. "A Latent Class Analysis of Public Attitudes toward Water Resources with Implications for Recreational Demand" (under review).
- Gong, Y., **X. Bi.**, J. Wu., and N. Hanley. "Willingness to Pay to Protect the Endangered Crane in China." (under review).
- Sam*, A., **X. Bi.**, and D. Farnsworth. "Effectiveness of State Incentives for Adoption of Anaerobic Digestion Systems in the U.S." (under review).

Other Publications

- Bi, X.**, T. Borisova, S. Larkin, and J. Longanecker*. (2015). "Economic Value of Recreation along the Freshwater Portion of the St. Johns River" In C. Hackney(ed), St. John's River Economic Study. Report submitted to the St. Johns River Water Management District.
http://www.sjrwmd.com/stjohnsriver/pdfs/St._Johns_River_Economic_Study.pdf
- Bi, X.**, T. Borisova, S. Larkin, and J. Longanecker*. (2015). "An Estimate of the Current and Potential Value of Ecotourism in the St. John's River." In C. Hackney(ed), St. John's River Economic Study. Report submitted to the St. Johns River Water Management District.
http://www.sjrwmd.com/stjohnsriver/pdfs/St._Johns_River_Economic_Study.pdf
- Bi, X.**, L. House, F. Gmitter, and Z. Gao. (2014). "Estimating Willingness to Pay for New Mandarin Cultivars: A Revealed Preference Approach." UF/IFAS EDIS. FE955: 1-6. <http://edis.ifas.ufl.edu/fe955>
- Bi, X.**, X. Dong, S. Rozelle, and J. Huang (2007). "China Case Studies," In B. Vorley, A. Fearn and D. Ray (Eds), Regoverning Markets: a Place for Small-scale Producers in Modern Agrifood Chains? Hampshire, England: Gower Publishing Ltd. and International Institute for Environment and Development.
- Bi, X.**, L. House, and W. Messina, Jr (2011). "Identifying the Attitudes and Preferences of Parents and Children for Seafood: Summary of Focus Groups Results," FAMRC Industry Report 11-1, Florida Agricultural Market Research Center, Food and Resource Economics Department, University of Florida.
<http://www.fred.ifas.ufl.edu/agmarketing/pubs/2000s/focusgroup11.pdf>
- Huang, J., **X. Bi**, and S. Rozelle (2005). "Markets, Specialization and China's Small-holder Agriculture." Working Paper for Food and Agricultural Organization.
http://iis-db.stanford.edu/pubs/21704/fao_smallfarmers_april2005.pdf

Services to the Profession

Agricultural & Applied Economics Association (AAEA) Selected Presentations Committee member (2015-2016), AAEA-ENV section nomination officer (2015), Founding member for AAEA-Experiment and Behavior Economics

Academic Journal Reviewer: Ecosystem services, Environmental and Development Economics, Contemporary Economic Policy, Environmental and Resource Economics, Canadian Journal of Agricultural Economics, Journal of Environmental Economics and Management

Reviewer for selected papers for annual meeting of Alliance for Research on Corporate Sustainability (2015), selected papers for annual meeting of Agricultural and Applied Economics Association (January 2014), Richardson-Applebaum Award for Outstanding Graduate Research on Food Distribution and Marketing (2015-2016), AAEA undergraduate student section paper competition judge (2015)

Professional Affiliations

Agricultural and Applied Economics Association, American Economic Association, Association of Environmental and Resource Economists, Southern Economic Association