

Di Fang, PhD

Personal Site
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EDUCATION

- **Arizona State University** Mesa, AZ
• *PhD in Business (Agribusiness)* 2015
- **Nankai University** Tianjin, China
• *BS in Economics* 2009

ACADEMIC POSITIONS

- **Associate Professor (tenured)** Gainesville, FL
• *University of Florida* 2022 -
- **Associate Professor (tenured)** Fayetteville, AR
• *University of Arkansas* 2021 - 2022
- **Assistant Professor** Fayetteville, AR
• *University of Arkansas* 2015 - 2021

PROFESSIONAL EXPERIENCE

- **Associate Editor**
• *American Journal of Agricultural Economics* 2024 - 2027
- **Co-Editor**
• *The Agricultural and Resource Economics Review (ARER)* 2022 - 2024
- **Research Associate** Cambridge, MA
• *National Bureau of Economic Research (NBER)* 2016 - 2018

SELECTED PUBLICATIONS (TOTAL: 32; FULL LIST ON [GOOGLE SCHOLAR.](#))

* indicates student coauthor, and[†] indicates corresponding author.

1. Wei Yang*, Di Fang[†], Jada Thompson, and Rudy Nayga. 2024. Public Acceptance of Beef Carbon Tax Earmarks. **Food Policy**. Available at <https://doi.org/10.1016/j.foodpol.2024.102733>.
2. Fang, D, Thomsen, MR, and Nayga Jr, RM. 2021. "The Association between Food Insecurity and Mental Health during the COVID-19 Pandemic." **BMC Public Health** 21:607. 10.1186/s12889-021-10631-0
 - NPR KUAF coverage.
 - Cited in the "White House Strategy on Hunger, Nutrition, and Health."
3. Fang, D., Nayga Jr, RM, West, GH, Bazzani, C, Yang, W, Lok, BC, Levy, CE, and Snell, HA. 2020. "On the Use of Virtual Reality in Mitigating Hypothetical Bias in Choice Experiments." **American Journal of Agricultural Economics** 103(1):142–161. doi: 10.1111/ajae.12118
 - Top-downloaded *AJAE* article in 2021.
4. Fang, D, Fomebelle, PW, and Bolton, RN. 2020. "Member Retention and Donations in Nonprofit Service Organizations: The Balance between Peer and Organizational Identification." **Journal of Service Research** 24(2):187–205. doi: 10.1177/1094670520933676
5. Fang, D, Richards, TJ, and Grebitus, C. 2019. "Modeling Product Choices in a Peer Network." **Forum for Health Economics and Policy** 22(1):20180007. doi: 10.1515/fhep-2018-0007
6. Fang, D, Thomsen, MR, Nayga Jr, RM, and Novotny, AM. 2019. "WIC Participation and Relative Quality of Household Food Purchases: Evidence from FoodAPS." **Southern Economic Journal** 86(1):83–105. doi: 10.1002/soej.12363
 - Fang, D, Thomsen, MR, Nayga Jr, RM, and Novotny, AM. 2018. "WIC Participation and Relative Quality of Household Food Purchases: Evidence from FoodAPS." Working Paper 25291, **National Bureau of Economic Research**.
7. Fang, D, and Richards, TR. 2018. "New Maize Variety Adoption in Mozambique: A Spatial Approach." **Canadian Journal of Agricultural Economics** 66(3):469–488. doi: 10.1111/cjag.12166
 - Outstanding *CJAE* Article Award.
8. Fang, D, Thomsen, MR, Nayga Jr, RM, and Goudie, A. 2018. "Association of Neighborhood Geographic Spatial Factors With Rates of Childhood Obesity." **JAMA Network Open** 1(4):e180954. doi: 10.1001/jamanetworkopen.2018.0954

9. Fang, D, Richards, TJ, and Rickard, BJ. 2015. "Optimal Licensing of Agricultural Patents: Fees versus Royalties." **Journal of Agricultural and Resource Economics** 40(1):1–22. doi: 10.22004/ag.econ.197374
10. Fang, D, Chong, J, and Wilson, JR. 2015. "Predicted Probabilities' Relationship to Inclusion Probabilities." **American Journal of Public Health** 105(5):837–839. doi: 10.2105/AJPH.2015.302592

SUBMITTED PAPERS

* indicates student coauthor

1. Expertise Overlap and Team Productivity: Evidence from the Hospital Industry (with Danyelle Branco, Bladimir Carrillo, and Wilman Iglesias). R&R at **The JPE Micro**.
2. Universal Free Meals and School Suspensions (with Andres Cuadros-Meñaca, Michael Thomsen, and Rudy Nayga). R&R at **Economic Inquiry**.
3. Assessing Consumers' Valuation for Front-of-Package Health Labels Under New FDA Proposed Guidelines (with Jianhui Liu, Bachir Kassas, John Lai, and Rudy Nayga). R&R at **Food Policy**.
4. Mental Health among Students (with Xi Zhang* and Rudy Nayga). Accepted at **Journal of Agricultural and Resource Economics**.
5. Do Consumers Value Biodegradable Plastic Packaging? (with Wei Yang* and Rudy Nayga). R&R **Journal of the Agricultural and Applied Economics Association (JAAEA)**
6. Can a Budget Reminder Script Reduce Hypothetical Bias in Discrete Choice Experiments? (with Arsene Agossadou* and Rudy Nayga). R&R at **Journal of Choice Modeling**.

WORKING PAPERS

* indicates student coauthor

1. More than Just a Walk in the Park: Performance and Green and Urban Spaces Exposures (with Jianhui Liu, Tongzhe Li, etc.). **Submitted to:** Journal of Economic Behavior and Organization
2. A theoretical model of the impact of WIC on retail competition and welfare in the US infant formula market (with Ming Ge). Working paper: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4970538. **Target:** Journal of Retailing
3. WIC Online Redemption and Retail Competition in the U.S. Infant Formula Market (with Ming Ge and David Davis). **Target:** American Journal of Agricultural Economics
4. Disease Diagnoses and Seafood Purchases in the US (with Roberto Cárdenas and Frank Asche). **Target:** American Journal of Agricultural Economics
5. Misperceptions and Strategic Firm Response (with Sean Posey). **Target:** American Journal of Agricultural Economics

GRANTS (TOTAL: \$23 MILLIONS; MY SHARE: \$600K)

1. Through the Grapevine: Developing Vitis x Muscadinia Wide Hybrids for Enhanced Disease Resistance and Quality. *USDA SCRI CAP*, 2024-2027. **\$7.09 million** (Awarded June 2024). PI: Renee Threlfall (University of Arkansas). My Role: Co-PI.
2. NSF Convergence Accelerator Track J: Cultivate IQ – Empowering Regional Food System. *National Science Foundation*, 2024-2027. **\$5 million** (Awarded Dec 2023). PI: Meredith Adkins (University of Arkansas). My Role: Senior Personnel.
3. NSF Convergence Accelerator, Track J: Data-Driven Agriculture to Bridge Small Farms to Regional Food Supply Chains. *National Science Foundation*, 2023–2024. **\$750,000** (Awarded December 2022). PI: Meredith Adkins (University of Arkansas). My Role: Senior Personnel.
4. Through the Grapevine: Building Research and Extension Potential between Subgenera Vitis and Muscadinia for the U.S. Grape Industry. *USDA Specialty Crop Research Initiative*, 2022–2023. **\$50,000** (Awarded August 2022). PI: Renee Threlfall (University of Arkansas). My Role: Co-PI.
5. SNAP Purchasing Power and Food Insecurity During the Pandemic. *Robert Wood Johnson Foundation (RWJF) Healthy Eating Research Program*, 2022–2023. **\$88,000** (Awarded May 2022). My Role: PI.
6. Fostering Resilience and Ecosystem Services in Landscapes by Integrating Diverse Perennial Circular Systems. *USDA-AFRI SAS CAP*, 2021–2025. **\$10 million** (Awarded September 2021). PI: Valentin Picasso (University of Wisconsin). My Role: Co-PI.

7. Healthy People Healthy Planet, a Food Desert Program at the University of Arkansas at Pine Bluff and Fayetteville, AR. *USDA NIFA-AFRI*, 2021-02022. **\$349,442** (Awarded May 2021). PI: Karleah Harris (University of Arkansas at Pine Bluff). My Role: Co-PI.
8. Evaluation of Double Up Food Bucks in Arkansas. *University of Arkansas Center for Human Nutrition*, 2017 Arkansas Nutrition, Obesity, and Health Research Pilot Project Grants. **\$50,000** (Awarded April 2018). My Role: PI.
9. The Economic Geography of WIC. *National Bureau of Economic Research (NBER)*, Economics of Food Security, Nutrition, and Health: Insights from FoodAPS Program. **\$77,656** (Awarded March 2016). My Role: PI.

PRESENTATIONS

Invited Seminars

2025

Penn State University (scheduled); Lafayette College (scheduled)

2024

Tufts University, Oct 2024; University of Idaho, Agricultural Economics Department, Sept 2024; University of Minnesota, Department of Applied Econ, Sept 2024; Washington State University (virtual), Department of Applied Econ, March 2024

2023

Peking University, Nov, China, 2023; Virginia Tech, Sept 2023; NBER Summer Institute (Personnel Economics), July 2023; Online Agricultural and Resource Economics Seminar (OARES), April 2023; University of Guelph, Agricultural Economics Department, February 2023; University of Florida, Online Applied Micro Economics Seminar, January 2023; Texas A&M University, Agricultural Economics Department, January 2023

2016-2022

University of Idaho, Agricultural Economics Department, November 2020 (virtual); Arizona State University, Agribusiness Department, March 2019; University of Pretoria, Pretoria, South Africa, July 2018; Toulouse School of Economics, Toulouse, France, June 2018; Jinan University, Guangdong, China, June 2017.

Conferences (in the past 4 years)

Presenter is underlined.

1. Xi Zhang, Di Fang, and Rudy Nayga. "Mental Health among Student". Agricultural & Applied Economics Association (AAEA) annual meetings, July 28-30, New Orleans, 2024.
2. Roberto Cardenas, Di Fang, Frank Ashe. "Seafood purchase, diet-related disease, and WIC participation". Agricultural & Applied Economics Association (AAEA) annual meetings, July 28-30, New Orleans, 2024.
3. Xi Zhang, Di Fang, and Rudy Nayga. "Mental Health among Student". American Society of Health Economists (AshEcon) annual meetings, June 16-19, San Deigo, 2024.
4. Branco, D, Carrillo, B, Fang, D, and Iglesias, W. "Expertise Overlap and Team Productivity: Evidence from the Hospital Industry". NBER Summer Institute (Personnel Economics), July 26-27, Boston, 2023. Webiste: <https://www.nber.org/conferences/si-2023-personnel-economics>
5. Qingxiao Li, Di Fang, and Michael Thomsen. "Disparities in Food-Price Inflation during the COVID-19 Pandemic". RWJF Health Eating Research Conference, Duke University. March 2023.
6. Branco, D, Carrillo, B, Fang, D, and Iglesias, W. 2023. "Expertise Overlap, Team Productivity, and Patient Mortality: Evidence from Doctors in Brazil." The Allied Social Science Associations (ASSA) Annual Meeting, New Orleans, LA, January 5-8.
7. McLeod, AN, Yang, W, Fang, D, and Nayga Jr, RM. 2022. "Aligning Values to Labels: A Best-Worst Analysis of Food Labels." Agricultural & Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA, July 31-August 2. doi: 10.22004/ag.econ.322163
8. Wang, X, and Fang, D. 2022. "Perception of Food and Nutritional Health in Online Restaurant Reviews." Agricultural & Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA, July 31-August 2.
9. Thomsen, M, Fang, D, Nayga, R, and Lewis, K. 2021. "Impact of School Exposure on Body Mass Index of Early Elementary Children." Agricultural & Applied Economics Association (AAEA) Annual Meeting, Austin, TX, August 1-3.

TEACHING

- Topics in Health Economics, AEB 6933 (PhD Level), University of Florida, Food and Resource Economics Department. Taught in the fall semester every other year.
- International Agribusiness Marketing, AEB 4343 (Undergrad), University of Florida, Food and Resource Economics Department. Taught in the spring semester.
- International Agribusiness Marketing, AEB 6675 (Master's Level online), University of Florida, Food and Resource Economics Department. Taught in the spring semester.
- Econometrics I, AGECE 5613 (Master's Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in the spring semester, 2017–2022.
- Food Economics and Health, AGECE 5603 (Master's Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in the spring semester, 2017–2022.
- Food Economics and Health, AGECE 4603 (Undergrad Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in the spring semester, 2017–2022.
- Principles of Agricultural Microeconomics, AGECE 1103 (Undergrad Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in Spring 2016.
- Small Business Accounting and Finance, BUA 381 (Undergrad Level), Arizona State University. Taught in Spring 2013 and Fall 2014.

MENTORSHIP OF GRADUATE STUDENTS

Doctoral Dissertation Advising

1. Garrison Pollard (in progress), Department of Economics, University of Florida (committee member).
2. Adams Ceballos (in progress), Food and Resource Economics Department, University of Florida (committee member).
3. Jianhui Liu (in progress), Food and Resource Economics Department, University of Florida (committee member).
4. Sheikh Jafar Emran (in progress), Food and Resource Economics Department, University of Florida (committee member).
5. Roberto Cardenas Retamal (in progress), Food and Resource Economics Department, University of Florida (Co-Chair).
6. Xi Zhang (2024), Department of Economics, University of Florida (committee member). Placement: lecturer, Kennesaw State University.

Master's Thesis Advising

1. Ukaoha Christiana (in progress), Food and Resource Economics Department, University of Florida (co-Chair).
2. Jinyang Li (in progress), Food and Resource Economics Department, University of Florida (Chair).
3. Arsene Agossadou (2022), Department of Agricultural Economics & Agribusiness, University of Arkansas (committee member). Thesis topic: Approaches to reduce hypothetical bias in choice experiments.
4. Cami Farmer (2021), Department of Agricultural Economics & Agribusiness, University of Arkansas (committee member). Thesis topic: Dollar stores and supermarket survivability in non-metropolitan US communities.
5. Kimberly Oliver (2021), Department of Agricultural Economics & Agribusiness, University of Arkansas (committee member). Thesis topic: Economic potash fertilizer rate recommendations.
6. Kaylea Hopfer (2021), Department of Agricultural Economics & Agribusiness, University of Arkansas (Chair). Thesis topic: The impact of mindfulness on healthy food choices.
7. Colton Henderson (2020), Department of Agricultural Economics & Agribusiness, University of Arkansas (Chair). Thesis topic: Evaluation of Double-Up-Food-Bucks program in Arkansas.
8. Daniel Gilmour (2018), Department of Agricultural Economics & Agribusiness, University of Arkansas (Co-Chair). Thesis topic: Consumers' willingness to pay for hydroponic lettuce.

PROFESSIONAL SERVICES

- AAEA Quality of Research Discovery Award Committee (2024)
- Reviewer for various RWJF calls for proposals (2023-2024)
- Chair-Elect positions at AAEA (Health, CWAE, China)
- Panel Reviewer for Canadian Research Funds (2022, 2021)
- Board of Directors, China Health Policy and Management Society (CHPAMS), 2022–2024

Ad Hoc Reviewer for Journals

American Journal of Agricultural Economics, American Journal of Health Economics, Journal of Health Economics, Review of Industrial Organization, Journal of Service Research, Agricultural Economics, Food Policy, European Review of Agricultural Economics, Australian Journal of Agricultural and Resource Economics, Journal of Behavioral and Experimental Economics, China Agricultural Economics Review, Land Economics, PLOSOne, Nutrients, Agribusiness: An International Journal, BMJ open, ERS reports

REFERENCES

Timothy J. Richards

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Morrison School of Agribusiness
Arizona State University
Tempe, AZ 85287
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Michael R. Thomsen

Professor & Governor Sidney S. McMath Chair
Department of Health Policy and Management
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Le Wang

Professor & David M. Kohl Chair
Department of Agricultural and Applied Economics
Virginia Tech
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Email: lewangecon@vt.edu

Rudy Nayga

Professor & Department Chair
Department of Agricultural and Applied Economics
Texas A&M University
College Station, TX 77840
Email: rudy.nayga@ag.tamu.edu