

## Glory Esohe Orivri (formerly Okpiaifo)

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### CONTACT INFORMATION

Website: <https://glory-okpiaifo.mystrikingly.com/>  
Email: g.okpiaifo@ufl.edu

### RESEARCH INTERESTS

Consumer Behavior, Experimental and Behavioral Economics, Food Marketing, Neuroeconomics, Preference Elicitation Mechanisms

### EDUCATION

#### University of Florida, Gainesville, FL

Ph.D., Food and Resource Economics, August 2023

**Dissertation:** On the Behavioral Factors Influencing Consumers Preferences for Biotechnology

**Advisor:** Dr Bachir Kassas

#### University of Arkansas, Fayetteville, AR

MSc., Agricultural Economics, July 2019

**Thesis:** Consumers' Preferences for Sustainable Rice Practices in Nigeria

**Advisor:** Dr Alvaro Durand-Morat

#### University of Benin, Benin-City, Edo State, Nigeria

B.Ag., Agricultural Economics and Extension Services, September 2015

### PROFESSIONAL EXPERIENCE

#### Post-Doctoral Associate

Food and Resource Economics Department  
University of Florida

August 2023 - present

#### Instructor

Food and Resource Economics Department  
University of Florida

August 2023 – present,  
August 2022 – December 2022

#### Graduate Research Assistant

Food and Resource Economics Department  
University of Florida

August 2019 – August 2023

#### Graduate Teaching Assistant

Food and Resource Economics Department  
University of Florida

August 2019 – May 2021

#### Graduate Research Assistant

Agricultural Economics and Agribusiness Department  
University of Arkansas

August 2017 – July 2019

#### Graduate Teaching Assistant

Agricultural Economics and Agribusiness Department  
University of Arkansas

August 2017 – May 2018

**Trade Services/Logistics Executive**  
AIP/BOESS NIGERIA LTD

May 2017 – July 2017

**HONORS &  
AWARDS**

Lagos Nigeria

**Teacher** April 2016 – April 2017  
Anglican Grammar School  
Enugu, Nigeria

**Best Research Presentation Award**, Food and Resource Economics  
Department, University of Florida July 2023

**CALS International Student Outstanding Achievement Award**, University  
of Florida November 2022

**Graduate Student Leadership Award**, College of Agricultural and Life  
Sciences (CALS) Council, University of Florida April 2022

**Travel Award**, Office of the Vice President for Research, University of Florida  
April 2022

**Scholarship Award**, Agricultural and Applied Economics Association  
Experimental Economics Section March 2022

**Research Scholar Award**, Sadie Collective in partnership with Brookings  
Institution February 2022

**Travel Award**, College of Agricultural and Life Sciences, University of  
Florida February 2022

**Ofelia Anzola Memorial Scholarship**, College of Agricultural and Life  
Sciences (CALS), University of Florida August 2021

**Travel Award**, Agricultural and Applied Economics Association  
August 2021

**Scholarship Award**, Phillip L Herndon Endowment in Economics, Food and  
Resource Economics, University of Florida. August 2020

**Travel Award**, Graduate Student Council, University of Florida (*granted  
thrice*) 2020, 2021, 2023

**Grinter Fellowship Award**, University of Florida August 2019

**Second Place Award**, Graduate School Research Colloquium, University of  
Florida May 2019

**Outstanding Master's Student Award**, Agricultural Economics and  
Agribusiness Department, University of Arkansas April 2019

**Third Place Award**, Elevator Speech Contest, MANRRS University of  
Arkansas Chapter October 2018

**Third Place Award**, Regional Public Speaking Contest, MANRRS Regional

	Conference	October 2017
	Scholarship Award, Matthew Okpebholo Foundation	2015
<b>JOURNAL PUBLICATIONS</b>	<b>Okpiaifo, G.</b> , Durand-Morat, A., West, G.H., Nalley, L.L., Nayga Jr, R.M., Wailes, E. (2020). Consumers' Preferences for Sustainable Rice Practices in Nigeria. <i>Global Food Security</i> . 24. <a href="https://doi.org/10.1016/j.gfs.2019.100345">https://doi.org/10.1016/j.gfs.2019.100345</a>	
	<b>Okpiaifo GE</b> , Dormoy-Smith B, Kassas B, Gao Z (2023). Perception and demand for healthy snacks/beverages among US consumers vary by product, health benefit, and color. <i>PLoS ONE</i> 18(6): e0287232. <a href="https://doi.org/10.1371/journal.pone.0287232">https://doi.org/10.1371/journal.pone.0287232</a>	
	<b>Orivri, GE.</b> , Kassas, B., Lai, J., House, L., Nayga R (2023). Investigating Consumer Stated Preferences for Gene-edited Orange Juice: The Role of Behavioral Traits. <i>Journal of the Agricultural and Applied Economics Association (Forthcoming)</i>	
<b>EXTENSION/ OUTREACH PUBLICATIONS</b>	Wilson, G., Durand-Morat, A., <b>Okpiaifo, G.</b> , Wailes, E.J. (2019). 2018 Farm Bill Commodity Program Analysis for Arkansas Farms. <i>B.R. Wells Arkansas Rice Research Studies 2018 - Research Series 659</i> . pp 439- 446. Available at: <a href="https://core.ac.uk/download/pdf/215464628.pdf#page=442">https://core.ac.uk/download/pdf/215464628.pdf#page=442</a>	
	Wailes, E.J., Durand-Morat, A., Chavez, E.C., Watkins, K.B., Mane, R., <b>Okpiaifo, G.</b> , Wilson, G., (2018). Commodity Program Analysis of Arkansas Representative Farms, 2016-2023. <i>B.R. Wells Arkansas Rice Research Studies 2017 - Research Series 651</i> . pp. 429-436. Available at: <a href="http://arkansas-ag-news.uark.edu/pdf/651_BR_Wells_Arkansas_Rice_Research_Studies_2017.pdf">http://arkansas-ag-news.uark.edu/pdf/651_BR_Wells_Arkansas_Rice_Research_Studies_2017.pdf</a>	
	Hambaryan M., Stephens J., <b>Orivri G.</b> , Lai J., Kassas B., Athearn K., Agehara S. (2023). Hopping into Florida's Brewery Statistics. <i>Choices Magazine (Forthcoming)</i>	
<b>SUBMITTED PAPERS</b>	<b>Orivri, GE.</b> , Kassas, B., Nayga R., House, L. How Effective are Debunking strategies? A Study of Misinformation in Food Biotechnology. <i>American Journal of Agricultural Economics (Status – Editor's desk)</i>	
<b>WORKING PAPERS</b>	<b>Orivri, GE.</b> , Morgan, S., Kassas, B. Maximizing Experimental Power Through Dynamic Treatment Assignment	
	<b>Orivri, GE.</b> , Kassas, B., Lai, J., House, L., Nayga R. The Influence of Framing Effects on Consumer Preferences for Gene-editing.	
	<b>Orivri GE.</b> , Kassas, B. What Factors Lead to Misreporting in Second Price Auctions? Evidence from a Refined Method	
<b>WORKS IN PROGRESS</b>	Combating Misinformation in Food Biotechnology; The Influence of Neural Mechanisms (with <i>Bachir Kassas, Rudy Nayga</i> )	
	Modelling the Orange Juice Supply Chain in Florida	

(with Lisa House, Lijun “Angelia” Chen)

**CONFERENCE  
PRESENTATIONS**

- 2023 **Okpiaifo, G.**, Kassas, B., Lai, J., House, L., Nayga, R. “The Influence of Framing Effects on Consumer Preferences for gene-editing. Agricultural and Applied Economics Association *Washington, DC*
- 2023 **Okpiaifo, G.**, Kassas, B., Lai, J., House, L., Nayga R. “Consumer Preferences for Gene-edited Citrus: The Role of Risk and Behavioral Traits”. Southern Agricultural Economics Association (SAEA), *Oklahoma City, OK*
- 2022 **Okpiaifo, G.**, Kassas, B., Lai, J., House, L., Nayga R. “Consumer Preferences for Gene-edited Citrus: The Role of Risk and Behavioral Traits”. Agricultural and Applied Economics Association (AAEA), *Anaheim, CA*
- 2022 **Okpiaifo, G.**, Dormoy, B., Kassas, B., Gao, Z. Consumer preferences for Healthy Snacking in the United States. Southern Agricultural Economics Association (SAEA). *New Orleans, LA*
- 2022 **Okpiaifo, G.**, Dormoy, B., Kassas, B., Gao, Z. Consumer preferences for Healthy Snacking in the United States. Sadie T.M Alexander Conference for Economics and Related Fields. *Virtual*
- 2021 **Okpiaifo, G.**, Morgan, S., Kassas, B. Maximizing Experimental Power Through Dynamic Treatment Assignment. Southern Economics Association. *Houston, TX*.
- 2020 **Okpiaifo, G.**, Durand-Morat, A., West, G.H., Nalley, L.L., Nayga Jr, R.M., Wailes, E. (2020). Consumers’ Preferences for Sustainable Rice Practices in Nigeria. Southern Agricultural Economics Association (SAEA). *Louisville, KY*.
- 2019 **Okpiaifo, G.**, Durand-Morat, A., West, G.H., Nalley, L.L., Nayga Jr, R.M., Wailes, E. (2020). Consumers’ Preferences for Sustainable Rice Practices in Nigeria. Global Sustainable Rice Conference and Exhibition. *Bangkok, Thailand*. (Presented by Alvaro Durand-Morat)
- 2019 Durand-Morat, A., Wailes, E., **Okpiaifo, G.** Impact of Egyptian Rice Acreage Reduction on the Global Rice Market. Southern Agricultural Economics Association (SAEA). *Birmingham, AL*

**EXTERNAL  
COURSES**

Participant, *International Summer School in Survey Design and Experimental Methods in Applied and Agricultural Economics*, East Lansing, Michigan, May 23, 2022 – May 27, 2022

**PEER REVIEW  
ACTIVITIES**

PLOS ONE

Renewable Agriculture and Food Systems

Agricultural and Applied Economics Association (AAEA)

**WORKSHOPS/  
SEMINARS  
ORGANIZED  
(SELECTED)**

- 2023 Exploring the Effectiveness of Nudging Tools and Information Provision on Consumer Food Choice. *Lightning Track Session organized for the Agricultural and Applied Economics 2023 Annual Meeting*
- 2022 Modern Experimental Economics Tools and their Benefits to your Research. *Food and Resource Economics Department, University of Florida*
- 2022 Developing your Diversity Equity and Inclusion Statement. *Food and Resource Economics Department, University of Florida*
- 2022 FRE's Economic Impact Analysis Program and Collaborating with Extension. *Food and Resource Economics Department, University of Florida*
- 2021 Careers in Economics. *Food and Resource Economics Department, University of Florida*
- 2021 Extension Seminar. *Food and Resource Economics Department, University of Florida*
- 2021 Technology Workshop on Nvivo, Python and Latex. *Food and Resource Economics Department, University of Florida*

**PROFESSIONAL  
AFFILIATIONS**

- Agricultural and Applied Economics Association (AAEA)
- Southern Agricultural Economics Association (SAEA)
- Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS)
- International Food and Agribusiness Management Association (IFAMA)

**COMPUTER  
SKILLS**

- Proficient in R, Qualtrics, SAS, GAMS
- Knowledge of STATA, Nlogit, NGENE

**EXTRA-  
CURRICULAR AND  
SERVICE**

- Social Media Manager**, Agricultural and Applied Economics Association – Experimental Economics Section (EXECON)  
August 2022 – July 2023
- Vice President**, Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) (University of Florida Chapter)  
July 2022 – July 2023
- Volunteer**, Eastside (I Gotcha Back) Mentoring Program  
February 2022 – March 2023

**Participant**, Preparing Future Faculty Program, UF Graduate School with UF Office of Postdoctoral Affairs and UF Centre for Teaching Excellence  
January 2022 – April 2022

**President**, Food and Resource Economics Graduate Student Organization (FRE-GSO)  
August 2021 – April 2022

**Participant**, Women Lead Leadership Development Program, UF Institute for Early Career Scholars  
August 2021 – April 2022

**Volunteer**, Hitchcock Field and Fork Pantry, University of Florida  
June 2021 – August 2021

**Public Relations Director**, MANRRS (University of Florida Chapter)  
August 2020 – May 2022

**Editorial Committee Member**, African Studies Quarterly, UF Centre for African Studies  
August 2020 – May 2021

**Member**, Food and Resource Economics Inclusion, Diversity, Equity, and Access (FRE-IDEA) Committee  
August 2020 – May 2023

**Vice President for Academic Programs**, FRE-GSO  
August 2020 – April 2021

**Volunteer Speaker**, Creative B – African Arts Internship for High School Students, Gainesville  
July 2020

**President**, MANRRS (University of Arkansas chapter)  
August 2018 – May 2019

**Events Coordinator**, African Students Organization (ASO) (University of Arkansas chapter)  
August 2018 – May 2019

**Volunteer**, Jane B Gearhart Food Pantry, University of Arkansas  
July 2018 – August 2018

**Volunteer**, 7hills homeless shelter, Fayetteville, Arkansas.  
February 2018 – May 2018

**Vice President**, MANRRS (University of Arkansas chapter)  
September 2017 – May 2018