

## CURRICULUM VITAE

### XUMIN ZHANG

Ph.D.

Instructional Assistant Professor, Food and Resource Economics

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### EDUCATION

2015-2019	University of Florida, Ph.D. Food and Resource Economics
2002-2004	University of Florida, M.S. Food and Resource Economics
2001-2002	Santa Fe College, Associate of Science Study at Business Programs
1991-1995	Shanghai Fisheries University, B.S. Food Science and Technology

### FIELDS OF INTERESTS

Teaching and Research

Consumer Behavior, Experimental and Behavioral Economics, Applied Choice Analysis, Pro-environmental Behavior, Food and Agribusiness Marketing

### TEACHING EXPERIENCE

2022.7-present	Instructional Assistant Professor, Food and Resource Economics Department, University of Florida	<ul style="list-style-type: none"><li>• AEB3133 Principles of Agribusiness Management</li><li>• AEB4334 Agricultural Price Analysis</li><li>• IDS2935 Quest 2 – How Do We End Poverty</li><li>• AEB3315 Ag Futures Market and Risk Management</li></ul>
2023.8-present	Adjunct Professor, Economics, Business Programs, Santa Fe College	<ul style="list-style-type: none"><li>• ECO2013 Principles of Macroeconomics</li><li>• ECO2023 Principles of Microeconomics</li></ul>
2020.8-2022.6	Interim Assistant Professor, Economics, Business Programs, Santa Fe College	<ul style="list-style-type: none"><li>• ECO2013 Principles of Macroeconomics</li><li>• ECO2023 Principles of Microeconomics</li></ul>
2020.1-2020.8	Adjunct Assistant Professor, Economics, Business Programs, Santa Fe College	<ul style="list-style-type: none"><li>• ECO2013 Principles of Macroeconomics (Spring and Summer 2020)</li></ul>
2019.8-2019.12	Adjunct Lecturer, Food and Resource Economics, University of Florida	

- AEB4334 Agricultural Price Analysis (Fall 2019)
- 2015–2018      Teaching Assistant, Food and Resource Economics, University of Florida
- AEB 3315 Agricultural Commodity Futures Market and Risk Management (Fall 2017 and Fall 2018)
  - AEB4343/6675 International Agribusiness Marketing (Spring 2016)
- 2004-2015      Training Manager (2004-2011), Part-time Trainer (2011-2015),  
House of Training (Metro University), Metro Jinjiang Cash & Carry Co., Ltd.
- Advance level courses: Project Management, Developing Your People for Success, Time Management, Effective Communication Skill, and Employee Engagement.
  - Intermediate level courses: Analyzing and Managing Store Performance, Delivering a Successful Customer Approach, People Management, How to Build Up an Appealing and Commercial Store
  - Start level courses: Store Manager Training, Floor Manager Training, Department Manager Training, Buyer Training, Sales Force Training
- 2002-2004      Teaching Assistant, Food and Resource Economics, University of Florida
- Principles of Agricultural Economics, Agricultural Marketing, Advanced Agribusiness Management
- 1994-1995      Teaching Assistant, Food Science and Technology,  
Shanghai Fisheries University

## **TEACHING PROFESSIONAL DEVELOPMENT**

Principles of Effective Instruction - Synthesize educational theories and develop strategies to enhance teaching practice. Apply best practices in teaching to create a learning environment that values alignment, integrity, support, and flexibility for learners. (Aug, 2024)

UF+QM CREW (Course Reviews For Excellence Workshop) - the UF Quality Online Course Review Process. (Apr, 2024)

CALS Course Delivery Community of Practice – Pursue excellence in online course delivery and achieve with student-centered teaching methods, track progress using learning analytics, and create championship-worthy online learning communities (Spring, 2024)

Teach a Great Online Course Training - The third and final workshop in a series designed to help you create and teach an online course. (Aug, 2023)

Build a Great Online Course Training - This workshop picks up where Design a Great Online Course left off and continues through the initial stages of building online course materials. (Aug, 2023)

Design a Great Online Course Training - Design a Great Online Course is designed for faculty who will be developing an online course (May, 2023).

First Year Faculty Teaching Academy (FYFTA) – UF CTE workshop is designed to help create a great learning experience for your students (Feb-Apr, 2023).

UF IFAS Teacher’s College - Assist faculty members in IFAS seeking to improve their teaching skills and engage as a community of practice around learner-centered teaching (Sep-Nov, 2022).

Certificate Program – ACUE’s Certificate in Effective College Instruction, endorsed by the American Council on Education (June, 2022).

Certificate Program - UC Berkeley Executive Education - Artificial Intelligence: Business Strategies and Applications (July, 2021)

Complete a number of CATT Canvas webinars, e.g., start strong, finish strong, gradebook, discussion boards, assignment, etc (July, 2020).

Growth Mindset and Metacognition

Quick Tips for MS Word and PowerPoint Accessibility

Creating Accessible MS Word Documents - A Deeper Dive

Creating Accessible MS PowerPoint - A Deeper Dive

Completed the Santa Fe College semester-long Certificate for Online Design and Instruction (CODI) with a cumulative score of 96.3% in 2020.

Completed courses with Santa Fe College’s Center for Academic Technologies (CATT), e.g., Canvas and Zoom (essential, intermediate, advance level).

Trained online learning management systems (LMS), such as McGraw-Hill Connect and Canvas.

Certified Project Management Professional (PMP) (2013), through Project Management Institute (PMI), Harrisburg, PA.

## **INDUSTRY EXPERIENCE**

2011-2015      **Store Manager, Foodservice Project Manager,**  
Metro Jinjiang Cash & Carry Co., Ltd.

2004-2011      **Training Manager, Program Manager, Interim Head of House of**  
**Training,** Metro Jinjiang Cash & Carry Co., Ltd.

1997-2000      **Floor Manager,** Metro Jinjiang Cash & Carry Co., Ltd.

## ACADEMIC EXPERIENCE

- 2020.1-2020.8      **Post-Doctoral Associate**, Food and Resource Economics, University of Florida
- 2015-2019        **Graduate Assistant**, Food and Resource Economics, University of Florida
- 2002-2004        **Graduate Assistant**, Food and Resource Economics, University of Florida

## PUBLICATIONS

Is there a demand for eco-labeled restaurants: consumer preference and willingness to pay for eco-labeled seafood restaurants?

**Fang, Y.**, Zhang, X., and Gao, Z. “Consumer Preferences for Sustainable Labels Away-From-Home: An Investigation on Ecolabeled Seafood Restaurants.”

From Zero to Thesis in Two Years: A Curriculum Plan for Engaging Undergraduates in Honor's Research " (2024-0134)

**Zhang, X.**, House, L., & Salois, M. J. (2024). An examination of US pet owners' use of veterinary services, 2006–2018. *Veterinary Medicine and Science*, 10(3), e1370.

**Zhang, X.**, & Khachatryan, H. (2023). Does the Perceived Effectiveness of Voluntary Conservation Programs Affect Household Adoption of Sustainable Landscaping Practices? *Land*, 12(7), 1429.

**Zhang, X.**, House, L., Karavolias, J., Gao, Z., Briz, T., & Hass, R. (2023). Consumers' attitude toward the source of biotechnology. *International Food and Agribusiness Management Review*, 26(4), 749-762.

Knuth, M., Wei, X., **Zhang, X.**, & Khachatryan, H. (2023). Homeowners' Prioritization of Landscape Features Regarding Aesthetic, Environmental, Financial, and Psychological Benefits. *HortTechnology*, 33(6), 535-543.

Knuth, M., Wei, X., **Zhang, X.**, Khachatryan, H., Hodges, A., & Yue, C. (2023). Preferences for Sustainable Residential Lawns in Florida: The Case of Irrigation and Fertilization Requirements. *Agronomy*, 13(2), 416.

Khachatryan, H., Rihn, A., **Zhang, X.**, & Dukes, M. (2022). Using Economic Incentives to Encourage Sustainable Alternative Residential Landscaping Practices in Florida: FE1120/FE1120, 7/2022. *EDIS*, 2022(4).

Khachatryan, H., Rihn, A., **Zhang, X.**, & Dukes, M. (2021). Floridian Households' Perceptions of Florida-Friendly Landscapes: FE1099/FE1099, 05/2021. *EDIS*, 2021(3).

Khachatryan, H., Rihn, A., **Zhang, X.**, & Dukes, M. (2021). Towards Sustainable Urban Landscape Management: Floridians' Perceptions of Residential Landscapes and Their Maintenance Requirements: FE1090, 01/2021. *EDIS*, 2021(2), 5-5.

**Zhang, X.**, Khachatryan, H., & Knuth, M. (2021). Relating Knowledge and Perception of

Sustainable Landscape Practices to the Adoption Intention of Environmentally Friendly Landscapes. *Sustainability*, 13(24), 14070.

**Zhang, X.**, & Khachatryan, H. (2021). Interactive effects of homeowners' environmental concerns and rebate incentives on preferences for low-input residential landscapes. *Urban Forestry & Urban Greening*, 65, 127322.

**Zhang, X.**, & Khachatryan, H. (2021). Effects of perceived economic contributions on individual preferences for environmentally friendly residential landscapes. *Land Use Policy*, 101, 105125.

**Zhang, X.**, & Khachatryan, H. (2020). Investigating Monetary Incentives for Environmentally Friendly Residential Landscapes. *Water*, 12(11), 3023.

Khachatryan, H., Rihn, A., Zhang, X., & Dukes, M. (2021). Floridian Households' Perceptions of Florida-Friendly Landscapes: FE1099/FE1099, 05/2021. *EDIS*, 2021(3).

Khachatryan, H., Rihn, A., **Zhang, X.**, & Dukes, M. (2021). Towards Sustainable Urban Landscape Management: Floridians' Perceptions of Residential Landscapes and Their Maintenance Requirements. *EDIS*, 2021(2), 5-5.

**Zhang, X.**, Fang, Y., & Gao, Z. (2020). Accounting for Attribute Non-attendance (ANA) in Chinese Consumers' Away-from-Home Sustainable Salmon Consumption. *Marine Resource Economics*, 35(3), 000-000.

**Zhang, X.**, & Khachatryan, H. (2019). Investigating Homeowners' Preferences for Smart Irrigation Technology Features. *Water*, 11(10), 1996.

**Zhang, X.**, Kilmer, R. L., & Muhammad, A. (2003). "A descriptive analysis of Egypt and Saudi Arabia who import United States dairy products." University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs, MGTC 03-8.

**Zhang, X.**, Kilmer, R., & Muhammad, A. (2003). "A descriptive analysis of Hong Kong, Japan, and South Korea who import United States dairy products." University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs, MGTC, 03-10.

**Zhang, X.**, Kilmer, R. L., & Muhammad, A. (2003) "A Descriptive Analysis of Selected Southeast Asia Countries that Import United States Dairy Products." University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs, MGTC 03-14.

**Zhang, X.**, Kilmer, R. L., & Muhammad, A. (2003). "A Descriptive Analysis of Guatemala,

Honduras, and Panama Who Import United States Dairy Products.” University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs.

**Zhang, X.**, Kilmer, R. L., & Muhammad, A. (2003). “A Descriptive Analysis of Chili, Colombia, and Venezuela Who Import United States Dairy Products.” University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs.

**Zhang, X.**, Kilmer, R. L., & Muhammad, A. (2003). “A Descriptive Analysis of Canada and Mexico Who Import United States Dairy Products.” University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs.

**Zhang, X.**, Kilmer, R. L., & Muhammad, A. (2003). “A Descriptive Analysis of the Netherlands and the United Kingdom Who Import United States Dairy Products.” University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs.

**Zhang, X.**, Kilmer, R. L., & Muhammad, A. (2003). “A Descriptive Analysis of Several Caribbean Countries That Import United States Dairy Products.” M University of Florida, Food and Resource Economics Department, International Agricultural Trade Policy Center Monographs.

#### **PAPERS ACCEPTED**

#### **PAPERS UNDER REVIEW/RESUBMISSION**

**Zhang, X.**, and Khachatryan, H. “Incorporating Visual Attention Measures to **to Reveal Homeowners’ Preferences for Environmentally Friendly Urban Landscapes**”

**Zhang, X.**, Khachatryan, H., Gao, Z., House, L.A., Using Mixed Logit Based Models to Control Attribute Nonattendance in Choice Experiments. JCM.

Zhang, X., House, L. Pet Owner Involvement and Pet-Related Factors Influence Veterinary Service Use and Expenditures (with Lisa House)

#### **WORKING PAPERS**

**Zhang, X.**, Fang, Y., and Gao, Z. “Consumer Preference of Away-From-Home Sustainable Salmon Consumption: East vs. West Cultural Comparison.”

**Zhang, X.**, and Khachatryan, H. “Screen Size Matters: Investigating Large Size Stimuli Effects on Decision Making in Choice Experiments.”

Exploring the Effects of Income Disparities on Homeowners' Perceptions of Voluntary Landscape Conservation Programs in Florida.

Enhancing Agribusiness Management Simulation by Team Development.



## CONFERENCE PRESENTATIONS

2024 UF/IFAS Teaching Enhancement Symposium, Gainesville, FL. Sharp, M., Stair, C., Zhang, X. (2024).

2024 AAEA Poster Presentation, New Orleans, LA. Zhang, X., Khachatryan, H. (2024). Exploring the Effects of Income Disparities on Homeowners' Perceptions of Voluntary Landscape Conservation Programs in Florida.

2024 AAEA TLC Track Session Presentation, New Orleans, LA. Zhang, X., Sharp, M., Stair, C. (2024).

2024 CLUE Landscape Summit, Gainesville, FL. Khachatryan, H., Zhang, X. (2024). Exploring the Effects of Income Disparities on Homeowners' Sustainable Landscape Preferences

2023 UF/IFAS Extension Symposium, Future of Florida Landscapes. Gainesville, FL. Zhang, X., Khachatryan, H. (2024). Consumer perceptions of landscapes and irrigation - Understanding homeowners' prioritization of sustainable landscape features and perceived effectiveness of voluntary practices

2021 Agricultural and Applied Economics Association Annual Meeting, Austin, TX. **Zhang, X.**, & House, L. A. (2021). How Pet Owner Involvement in Pet Care Influences Veterinary Service Use and Expenditure. Selected Post prepared for presentation at the 2021 Agricultural and Applied Economics Association Annual Meeting, Austin, TX, Aug.1-3, 2021.

2020 Agricultural and Applied Economics Association Annual Meeting, Kansas City, MO (Virtual). **Zhang, X.**, Khachatryan, H., Gao, Z., "Using Mixed Logit Based Models to Control for Attribute Nonattendance in Choice Experiments" Selected Paper prepared for presentation at the 2020 Agricultural and Applied Economics Association Annual Meeting, Kansas City, MO, July 26-28, 2020.

2020 American Society for Horticultural Science Annual Conference, Orlando, FL (Virtual). **Zhang, X.** and Khachatryan, H., "Effects of Perceived Economic Contributions on Individual Preferences for Environmentally Friendly Residential Landscapes." Presentation at the 2020 American Society for Horticultural Science (ASHS) Annual Meeting, Orlando, FL, Aug 9, 2020.

2019 Agricultural and Applied Economics Association Annual Meeting, Atlanta, GA. **Zhang, X.** and, H. Khachatryan. "Incorporating Visual Attention Measures to Control for Attribute Non-Attendance: Preferences for Eco-Friendly Residential Landscapes." Presentation at the 2019 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Atlanta, GA, July 21-23, 2019.

2019 Florida State Horticultural Society Annual Meeting, Orlando, FL. **Zhang, X.** and, H. Khachatryan. “Preference for Florida-Friendly Residential Landscapes: the Interplay between Monetary Incentives and Environmental Attitudes.” Presentation at the Florida State Horticultural Society (FSHS) 131<sup>st</sup> Annual Meeting, Orlando, FL, June 9-11, 2019.

2019 UF Center for Landscape Conservation and Ecology (CLCE), Urban Landscape Summit, Gainesville, FL. **Zhang, X.**, H., Khachatryan, H. “Relating Environmental Attitudes to Homeowners’ Preferences for Florida-Friendly Landscaping.” Poster Presentation at the 4th Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Science, University of Florida, Mar 20-21. 2019

2019 Southern Agricultural Economics Association Annual Meeting, Birmingham, AL. **Zhang, X.** and, H. Khachatryan. “Do Large Screen Stimuli Affect Consumer Preferences and Choices in Choice Experiments.” Presentation at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Birmingham, AL, Feb 2-5, 2019.

2018 Southern Agricultural Economics Association Annual Meeting, Jacksonville, FL. **Zhang, X.** and, H. Khachatryan. “Monetary Incentives and Eco-friendly Residential Landscape Preferences for Florida Friendly Landscaping.” Presentation at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Jacksonville, FL, Feb 3-6, 2018.

2017 Agricultural and Applied Economics Association Annual Meeting, Chicago, IL. **Zhang, X.** and, H. Khachatryan. “Effects of Perceived Economic Contributions on Preferences for Eco-friendly Residential Landscaping.” Presentation at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Chicago, IL, Jul 30-Aug 1, 2017.

2017 Southern Agricultural Economics Association Annual Meeting, Mobile, AL. **Zhang, X.**, H. Khachatryan, and M. Dukes. “Investigating Homeowners' Preferences for Smart Irrigation Technology Features.” Poster Presentation at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Mobile, AL, February 2017.

2018 UF Center for Landscape Conservation and Ecology (CLCE), Urban Landscape Summit, Gainesville, FL. **Zhang, X.**, H., Khachatryan, H. “Monetary Incentives and Eco-friendly Residential Landscape Preferences for Florida Friendly Landscaping.” Poster Presentation at the 3rd Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Science, University of Florida, Mar 14-15. 2018

2017 UF Center for Landscape Conservation and Ecology (CLCE), Urban Landscape Summit, Gainesville, FL. **Zhang, X.**, H., Khachatryan, H., and M. Dukes. “Investigating Homeowners’ Preferences for Smart Irrigation Technology Features.” Poster Presentation at the 2nd Urban Landscape Summit, Center for Landscape Conservation and Ecology (CLCE), Institute of Food and Agricultural Sciences, University of Florida, March 2017.

2004 Southern Agricultural Economics Association Annual Meeting, Tulsa, OK. **Zhang, X.**, House, L., Sureshwaran, S., & Hanson, T. (2004). "At-home and away-from-home consumption of seafood in the United States." Presentation at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Tulsa, Oklahoma.

## **GRANT**

2024                      2024 UF/CALS Distance Education Mini Grant - \$400.00 for software for AEB3133 Principles of Agribusiness Management.

## **SCHOLARSHIPS AND AWARDS**

2020                      UF/IFAS/FRE Award of Excellence for Graduate Research – Ph.D.  
2018-2019                Harold B. Clark Award, Food and Resource Economics, University of Florida  
2017-2018                Allison Family Endowment, Food and Resource Economics,  
University of Florida  
2016-2017                J.R. Greenman Memorial Scholarship, College of Agricultural and Life  
Sciences, University of Florida  
2016-2017                Werner and Margaret C. Husmann Scholarship, Food and Resource  
Economics, University of Florida  
2004                      Presidential Recognition in Recognition of Outstanding Achievement and  
Contribution, University of Florida

## **PROFESSIONAL MEMBERSHIP**

Agricultural and Applied Economics Association (2015-present), Southern Agricultural Economics Association (2015-2019), Project Management Institute (2013-2015), Florida State Horticultural Society (2019), American Society for Horticultural Science (2020)