

CURRICULUM VITAE

Jie Li

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Economics and Management
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EDUCATION

Ph.D. Applied Economics and Management (2017), Cornell University, Ithaca, NY
Fields: Food and Agricultural Marketing, Agricultural Economics, and Consumer Economics

M.S. Applied Economics and Management (2011), Cornell University, Ithaca, NY

B.S. Economics (2009), Beijing University of Posts and Telecommunications, Beijing, China

PROFESSIONAL EXPERIENCE

Research Associate (2017~), Dyson School of Applied Economics and Management, Cornell University

Director of Program Development (2017~), Cornell Institute for China Economic Research, Cornell University

Member of Graduate Field of Applied Economics and Management (2020~), Cornell University

Post-graduate Research Assistant (2011-2012), Dyson School of Applied Economics and Management, Cornell University

PEER-REVIEWED PUBLICATIONS

1. **Li, J.**, Wagner, S. M., Gómez, M. I., & Mansfield, A. K. (in production) Customer satisfaction and sale performance in New York state brewery tasting rooms. *Agricultural and Resource Economics Review*.
2. Tzompa-Sosa, D. A., Moruzzo, R., Mancini, S., Schouteten, J. J., Liu, A., **Li, J.**, & Sogari, G. (In production) Consumers' acceptance toward whole and processed mealworms: A cross-country study in Belgium, China, Italy, Mexico, and the US. *PLOS ONE*.
3. Sogari, G., Riccioli, F., Moruzzo, R., Menozzi, D., Tzompa Sosa, D. A., **Li, J.**, Liu, A., & Mancini, S. (2023). Engaging in entomophagy: The role of food neophobia and disgust between insect and non-insect eaters. *Food Quality and Preference*, 104, 104764.
4. **Li, J.**, Troendle, J., Gómez, M. I., Ifft, J., Golino, D., & Fuchs, M. (2022). Returns to public investments in clean plant centers: A case study of leafroll virus-tested grapevines in support of cost-effective grape production systems. *Journal of Wine Economics*, 1–16.
5. Sogari, G., **Li, J.**, Wang, Q., Lefebvre, M., Huang, S., Mora, C., & Gómez, M. I. (2022). Toward a reduced meat diet: University North American students' acceptance of a blended meat-mushroom burger. *Meat Science*, 187, 108745.
6. Eshetie, A. M., Matafwali, E., Mwalupaso, G. E., **Li, J.**, & Liu, A. (2022). Nexus of cash crop production using improved varieties and household food security. *The European Journal of Development Research*, 34(4), 1803–1830.
7. **Li, J.**, Chiu, L. J. V., Gómez, M. I., & Bills, N. L. (2021). Strategies to reduce risk perception among grocery shoppers in the US: A survey study. *PLOS ONE*, 16(4), e0251060.
8. Chiu, L. J. V., **Li, J.**, Lhermie, G., & Cazer, C. (2021). Analysis of the demand for pet insurance among uninsured pet owners in the United States. *The Veterinary Record*, 189(1), e243.

9. Sogari, G., Li, J., Wang, Q., Lefebvre, M., Gómez, M. I., & Mora, C. (2021). Factors influencing the intention to purchase meat-mushroom blended burgers among college students. *Food Quality and Preference*, 90, 104169.
10. Song, H., Lu, B., Ye, C., Li, J., Zhu, Z., & Zheng, L. (2021). Fraud vulnerability quantitative assessment of Wuchang rice industrial chain in China based on AHP-EWM and ANN methods. *Food Research International*, 140, 109805.
11. Liu, A., Li, J., & Gómez, M. I. (2020). Factors Influencing Consumption of Edible Insects for Chinese Consumers. *Insects*, 11(1), Article 1.
12. Li, J., Predic, M., & Gómez, M. I. (2020). The Effect of Subjective and Objective Tasting Sheet Descriptors on Tasting Room Sales in New York State. *Cornell Hospitality Quarterly*, 61(2), 223–229.
13. Sogari, G., Li, J., Lefebvre, M., Menozzi, D., Pellegrini, N., Cirelli, M., Gómez, M. I., & Mora, C. (2019). The Influence of Health Messages in Nudging Consumption of Whole Grain Pasta. *Nutrients*, 11(12), Article 12.
14. Ge, H., Canning, P., Goetz, S., Perez, A., & Li, J. (2019). Embedding Economies of Scale Concepts in the Model of Optimal Locations of Fresh Produce Aggregation Hubs. *Agricultural and Resource Economics Review*, 48(3), 365–387.
15. Li, J., Gómez, M. I., Brent Ross, R., & Chaddad, F. R. (2019). Does passion for wine matter? The effects of owner motivation on pricing and quality decisions in emerging US wine regions. *Agribusiness*, 35(4), 574–592.
16. Li, J., Streletskaia, N. A., & Gómez, M. I. (2019). Does taste sensitivity matter? The effect of coffee sensory tasting information and taste sensitivity on consumer preferences. *Food Quality and Preference*, 71, 447–451.
17. Li, J., Gómez, M. I., Rickard, B. J., & Skinner, M. (2013). Factors Influencing Adoption of Integrated Pest Management in Northeast Greenhouse and Nursery Production. *Agricultural and Resource Economics Review*, 42(2), 310–324.

WORKING PAPERS (UNDER REVISE AND RESUBMIT)

1. Gatti, N., Gomez, M. I., Bennett, R., Bowe, J., Sillett, S., & Li, J. Are organic and biodiversity-friendly attributes substitutes or complements? Evidence from a coffee choice experiment. (Under review in *Agribusiness*)
2. Streletskaia, N., Weerasekara, N., & Li, J. The Impact of Outside Option Saliency and Product Descriptions on Consumer Wine Tasting Behavior. (Under second round review in *Journal of Wine Economics*)
3. Silver, C., Gomez, M. I., Sogari, G., Milstein, M., & Li, J. Factors Influencing Consumer Liking for Meat and Meat Substitutes. (Revise and resubmit in *Future Foods*)
4. Sogari, G., Tzompa-Sosa, D. A., Copelotti, E., Andreani, G., Schouteten, J. J., Moruzzo, R., Liu, A., Li, J., and Mancini, S. What motivates consumers to accept whole and processed mealworms in their diets? A five-country study. (Under review in *Future Foods*)

PUBLICATIONS – BOOK CHAPTER

1. Sogari, G., Liu, A., & Li, J. 2018. Understanding Edible Insects as Food in Western and Eastern Societies. *Environmental, Health, and Business Opportunities in the New Meat Alternatives Market*. 2018 (December). IGI Global.

PUBLICATIONS – EXTENSION REPORTS

1. Zahniser, S., Gómez, M. I., Puerto, S., & Li, J. (2022). Examining Opportunities for US Agricultural Exports to Columbia. *Amber Waves: The Economics of Food, Farming, Natural Resources, and Rural America*. United States Department of Agriculture, Economic Research Service, vol. 2022, April.

2. Gómez, M. I., Puerto, S., Zahniser, S., & Li, J. October (2021). U.S. Agricultural Exports to Colombia: Rising Sales in Response to Trade Liberalization and Changing Consumer Trends, Number AES-118-01, United States Department of Agriculture, Economic Research Service, October 2021.
3. Li, J., Gómez, M. I., & Murphy, J. (2019). Cost and Return Studies on Organic Grains, the Case of Western New York. Outreach Extension Bulletins EB 2019-04, Charles H. Dyson School of Applied Economics and Management.
4. Li, J., & Gómez, M. I. (2018). Controlled Environmental Agriculture (CEA). Insights and Perspectives 2018, Farm Credit East, p. 33.
5. Gómez, M.I., and Li, J. (2011 ~ 2017). Chapter 10. Grapes, Wine, and Ornamental Crops. In New York Economic Handbook, Department of Applied Economics and Management, Cornell University. December.
6. Gómez, M.I., and Li, J. (2012). 2012 Situation and Outlook for Ornamental Crops. Nursery Lines, New York State Nursery and Landscape Association, 39 (1).
7. Gómez, M.I., and Li, J. (2011). What Factors Affect the Adoption of Integrated Pest Management Practices among Greenhouse Ornamental Growers in the Northeast? Nursery Lines, New York State Nursery and Landscape Association, 38 (3).
8. Henehan, B. M., and Li, J. (2010). Organic Agriculture in New York State. Outreach Extension Bulletins 2010-13, Charles H. Dyson School of Applied Economics and Management.

WORK IN PROGRESS

1. Homami, N., Li, J., Gómez, M. I., & Ryan, M. Assessing Consumer Demand for Intermediate Wheatgrass, a New Sustainable Grain. (In preparation for submission).
2. Li, J., Ma, Z., Gómez, M. I., & Yeh, A. Estimate the Signaling Impact of GM labeling on wine demand. (draft available)
3. Li, J., LaTour, K. A. & Gómez, M. I. The Interaction of Internal and External Factors in Taste Preference Development. (draft available)
4. Li, J., Gómez, M. I. & LaTour, K. A. Taste Physiology and Consumer Behaviors---A Lab Experiment. (draft available)
5. Streletskaia, N. A., & Li, J. Do You Remember What You Like? Memory and Tastings in WTP and Consumer Preference Studies.
6. Shen, X., Liu, A., Sogari, G., Mancini, S., & Li, J. Factors Influencing Consumer Willingness to accept Insect as Feed: Evidence from Nanjing, China.

MENTORING EXPERIENCE

Committee member of Ph.D. special committees

- Amalia Beary, Ph.D. student in Food Science Department, Cornell University

Committee member of M.S. special committees

- Yuping Chang, Master in Applied Economics and Management (2023), Cornell University
- Yanan Zhang, Master in Applied Economics and Management (2023), Cornell University
- Jialiang Sun, Master in Applied Economics and Management (2021), Cornell University
- Anna Hu, Master in Applied Economics and Management (2021), Cornell University

Ad-hoc member of M.S. special committees

- Nima Homami, Master in Applied Economics and Management (2020), Cornell University
- Zekun Ma, Master in Applied Economics and Management (2019), Cornell University

Supervised students

- Erin Nishi, Master in Applied Economics and Management (2017), Cornell University

- Jack Murphy, Senior (2017), Trumansburg High School

TEACHING EXPERIENCE

Guest Instructor, Business and Economics Summer Program Hosted by Cornell Institute for China Economics Research, Cornell University, *July 2019*

Guest Instructor, Annual Cornell-Changins Wine Economics Seminar, Cornell University, *June 2019*

Guest Instructor, Annual Cornell-Changins Wine Economics Seminar, Cornell University, *June 2018*

Guest Instructor, Economics of Consumer Demand (Master's level), Cornell University, *Fall 2017*

Teaching Assistant, Cornell University, 2012-2016

AEM 1200 (Undergraduate Level), Introduction to Business

AEM 2100 (Undergraduate Level), Marketing Management

AEM 6700 (M.S. Level), Economics of Consumer Demand

CONFERENCE AND SEMINAR PRESENTATIONS

2021 AAEA Annual Conference

2019 AAEA Annual Conference, EAAE Annual Conference, the Institute of Food Technologists (IFT) Annual Conference, Agricultural and Food Business Outlook Annual Conference, Business, Enology, Viticulture, B.E.V. Annual Conference

2018 Annual New York Produce and Conference, American Association of Wine Economist Annual Conference, Annual Agricultural and Food Business Outlook Conference, Cornell Recent Advances in Viticulture and Enology Conference

2017 Agricultural and Applied Economics Association Annual Conference, Cornell Agriculture, Food & Environmental Systems In-Service Conference, The 6th Annual Southeastern United Grape and Wine Symposium, Annual New York Produce and Conference

2016 2016 Agriculture, Food & Environmental Systems In-service Conference, Business, Enology, Viticulture, B.E.V. Annual Conference, Annual New York Produce and Conference

2015 Southern Tier Nursery Landscape Association Education Day Program, Annual New York Produce and Conference, Business, Enology, Viticulture, B.E.V. Annual Conference

2014 AAEA Annual Conference

PROFESSIONAL EXPERIENCE

Journal Referee Services

Agricultural and Resource Economics Review, Journal of Agricultural and Resource Economics, Agricultural Economics, Agribusiness, Agriculture, Food Quality and Preference, PLOS ONE, Journal of International Food & Agribusiness Marketing

Member Affiliation

Agricultural & Applied Economics Association, International Association of Agricultural Economists, Northeastern Agricultural and Resource Economics Association, American Association of Wine Economists, American Marketing Association

AWARDS AND HONORS

2020 Harold D. Craft Leadership Program

2016 The Inaugural Bob Kalik Scholarship, Wine Market Council

2016 Wine and Spirit Education Trust Level 2 (passed with distinction)

2014	Stephen B. and Janice Ashley Graduate Fellowship in Agricultural Economics, Cornell University
2014	Graduate Student Travel Grant, Cornell University
2013	Richard D. Aplin Teaching Excellence Fund, Cornell University
2010-2016	Graduate Research Assistantship, Cornell University
2006-2008	First-class Student Award, Beijing University of Posts and Telecommunications, China
2008	Excellent Leadership Award, Beijing University of Posts and Telecommunications, China