

# CURRICULUM VITAE

JIE LI

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The Charles H. Dyson School of Applied  
Economics and Management  
403 Warren Hall  
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## **CURRENT POSITION**

Senior Research Associate, Dyson School of Applied Economics and Management, Cornell University, 2023~

Interim Executive Director, Cornell Institute for China Economic Research, Cornell University, June 2025~

***Appointment distribution: 60% administrative / 40% research***

## **PREVIOUS POSITIONS**

Research Associate, Dyson School of Applied Economics and Management, Cornell University, 2017-2023

Director of Program Development, Cornell Institute for China Economic Research, Cornell University, 2017-  
June 2025

## **EDUCATION**

Ph.D. in Applied Economics and Management, Cornell University, 2017

M.S. in Agricultural Economics, Cornell University, 2011

B.S. in Economics, Beijing University of Posts and Telecommunications, 2009

## **RESEARCH INTERESTS**

Food and Agricultural Economics, Consumer Economics, Applied Microeconomics, Experimental and Behavioral Economics, Sustainable Food System

## **PEER-REVIEWED PUBLICATIONS**

26. Grain of the future: consumer demand for bread made of sustainable perennial grain Intermediate Wheatgrass.  
Li, J., Homami, N., Ryan, M. R., Wayman, S., Law, E. P., Gómez, M. I., & DeHaan, L. R.  
***Agricultural Economics***, forthcoming. 2025
25. Consumer evaluation of organic, local, and controlled-environment grown lettuce: Evidence from an experimental auction in two study sites.  
Krasovskaia, E., Li, J., Gómez, M. I., Nicholson, C. F., & Sauer, C. M.  
***Agricultural Economics***, Early View. 2025
24. Service preferences and willingness to pay for household waste management to achieve sustainability: A choice experiment from rural China.  
Zhang, Z., Zhao, X., & Li, J.  
***Journal of Environmental Management***, 128186. 2025
23. Exploring the intention to consume whole vs processed edible insects: insights from traditional and non-traditional entomophagy countries  
Mancini, S., Riccioli, F., Amelia Tzompa-Sosa, D., Moruzzo, R., Schouteten, J. J., Liu, A., Li, J., Menozzi D., & Sogari, G.  
***Journal of Agriculture and Food Research***, 18:101532. 2024
22. Choice experiments and value-chain modeling of attribute improvements to increase vegetable consumption in Kenya  
Li, J., Gonzalez, W., Monterrosa, E., Gómez, M. I., & Nicholson, C. F.  
***Food Policy***, 127, 102682. 2024
21. Are organic and biodiversity-friendly attributes substitutes or complements? Evidence from a coffee choice experiment  
Gatti, N., Gomez, M. I., Bennett, R., Bowe, J., Sillett, S., & Li, J.  
***Agribusiness***, 10.1002/agr.21955. 2024

20. What motivates consumers to accept whole and processed mealworms in their diets? A five-country study  
Tzompa-Sosa, D. A., Sogari, G., Copelotti, E., Andreani, G., Schouteten, J. J., Moruzzo, R., Liu, A., Li, J., & Mancini, S.  
**Future Foods**, 7, 100225. 2023
19. The impact of outside option saliency and product descriptions on consumer wine tasting behavior  
Streletskaia, N., Weerasekara, N., & Li, J.  
**Journal of Wine Economics**, 18(2):139-155. 2023
18. Factors influencing consumer purchase intent for meat and meat substitutes  
Li, J., Silver, C., Gómez, M. I., Milstein, M., & Sogari, G.  
**Future Foods**, 7, 100236. 2023
17. Customer satisfaction and sale performance in New York state brewery tasting rooms  
Li, J., Wagner, S. M., Gómez, M. I., & Mansfield, A. K.  
**Agricultural and Resource Economics Review**, 52(1), 132-150. 2023
16. Consumers' acceptance toward whole and processed mealworms: A cross-country study in Belgium, China, Italy, Mexico, and the US  
Tzompa-Sosa, D. A., Moruzzo, R., Mancini, S., Schouteten, J. J., Liu, A., Li, J., & Sogari, G.  
**PLOS ONE**, 18(1): e0279530. 2023
15. Engaging in entomophagy: The role of food neophobia and disgust between insect and non-insect eaters  
Sogari, G., Riccioli, F., Moruzzo, R., Menozzi, D., Tzompa Sosa, D. A., Li, J., Liu, A., & Mancini, S.  
**Food Quality and Preference**, 104, 104764. 2023
14. Returns to public investments in clean plant centers: A case study of leafroll virus-tested grapevines in support of cost-effective grape production systems  
Li, J., Troendle, J., Gómez, M. I., Ifft, J., Golino, D., & Fuchs, M.  
**Journal of Wine Economics**, 1–16. 2022
13. Toward a reduced meat diet: University North American students' acceptance of a blended meat-mushroom burger  
Sogari, G., Li, J., Wang, Q., Lefebvre, M., Huang, S., Mora, C., & Gómez, M. I.  
**Meat Science**, 187, 108745. 2022
12. Nexus of cash crop production using improved varieties and household food security  
Eshetie, A. M., Matafwali, E., Mwalupaso, G. E., Li, J., & Liu, A.  
**The European Journal of Development Research**, 34(4), 1803–1830. 2022
11. Strategies to reduce risk perception among grocery shoppers in the US: A survey study  
Li, J., Chiu, L. J. V., Gómez, M. I., & Bills, N. L.  
**PLOS ONE**, 16(4), e0251060. 2021
10. Analysis of the demand for pet insurance among uninsured pet owners in the United States  
Chiu, L. J. V., Li, J., Lhermie, G., & Cazer, C.  
**The Veterinary Record**, 189(1), e243. 2021
9. Factors influencing the intention to purchase meat-mushroom blended burgers among college students  
Sogari, G., Li, J., Wang, Q., Lefebvre, M., Gómez, M. I., & Mora, C.  
**Food Quality and Preference**, 90, 104169. 2021
8. Fraud vulnerability quantitative assessment of Wuchang rice industrial chain in China based on AHP-EWM and ANN methods  
Song, H., Lu, B., Ye, C., Li, J., Zhu, Z., & Zheng, L.  
**Food Research International**, 140, 109805. 2021
7. The effect of subjective and objective tasting sheet descriptors on tasting room sales in New York state  
Li, J., Predic, M., & Gómez, M. I.  
**Cornell Hospitality Quarterly**, 61(2), 223–229. 2020
6. Factors influencing consumption of edible insects for Chinese consumers  
Liu, A.-J., Li, J., & Gómez, M. I.  
**Insects**, 11(1), Article 1. 2019
5. The Influence of health messages in nudging consumption of whole grain pasta  
Sogari, G., Li, J., Lefebvre, M., Menozzi, D., Pellegrini, N., Cirelli, M., Gómez, M. I., & Mora, C.  
**Nutrients**, 11(12), Article 12. 2019
4. Embedding economies of scale concepts in the model of optimal locations of fresh produce aggregation hubs  
Ge, H., Canning, P., Goetz, S., Perez, A., & Li, J.

***Agricultural and Resource Economics Review*, 48(3), 365–387. 2019**

3. Does passion for wine matter? The effects of owner motivation on pricing and quality decisions in emerging US wine regions  
Li, J., Gómez, M. I., Brent Ross, R., & Chaddad, F. R.  
***Agribusiness*, 35(4), 574–592. 2019**
2. Does taste sensitivity matter? The effect of coffee sensory tasting information and taste sensitivity on consumer preferences  
Li, J., Streletskaia, N. A., & Gómez, M. I.  
***Food Quality and Preference*, 71, 447–451. 2019**
1. Factors Influencing Adoption of Integrated Pest Management in Northeast Greenhouse and Nursery Production  
Li, J., Gómez, M. I., Rickard, B. J., & Skinner, M.  
***Agricultural and Resource Economics Review*, 42(2), 310–324. 2013**

**WORKING PAPERS**

11. Aquaculture in the desert to enhance food security? Consumer preferences for rainbow trout in Saudi Arabia  
Li, J., Zhang, Y., Ballco, P., Gómez, M. I., Broom, M., & Timmons, M  
**Under second review in *Aquaculture Economics and Management***
10. Understanding Consumer Profiles of Wine Tourists in the Mid-Atlantic Region  
Kathleen M. Kelley, Ramu Govindasamy, Jie Li, Claudia Schmidt, Donna Albano, Amit Sharma, Linda Falcone, Miguel Gomez, and Molly Kelly  
**Under review in *International Journal of Wine Business Research***
9. Substitution Dynamics in the Non-Alcoholic Beverage and Fruit Juice Markets in the United States.  
Chang, Y. P., Byrne, A., Li, J., & Rickard, B. J.  
In preparation for submission
8. Assessing Demand for Eco-Friendly Packaging Solutions Using a Discrete Choice Experiment  
Ballco, P., Li, J., Prasad, R., & Gómez, M.  
In preparation for submission
7. Assessing Market Potential for farmed fish in Kingdom of Saudi Arabia: Consumer Willingness to Pay for Carp  
Li, J., Zhang, Y., Gómez, M. I., Bellco, P., & Broom, M.  
In preparation for submission
6. Consumer Valuation of Product Attributes for Yellow Beans and Porridge Flour in Urban Kenya  
Nicholson, C. F. Li, J., Nordhagen, S. & Gómez, M. I.
5. Factors Influencing Consumer Willingness to Eat Meat from Animals Fed with Insects: Evidence from China  
Liu, A., Sheng, X., Sogari, G. Li, J., & Mancini S.
4. Estimate the Signaling Impact of GM labeling on wine demand  
Li, J., Ma, Z., Gómez, M. I., & Yeh, A.
3. The Interaction of Internal and External Factors in Taste Preference Development  
Li, J., LaTour, K. A. & Gómez, M. I.
2. Taste Physiology and Consumer Behaviors---A Lab Experiment  
Li, J., Gómez, M. I. & LaTour, K. A.
1. Do You Remember What You Like? Memory and Tastings in WTP and Consumer Preference Studies  
Streletskaia, N. A., & Li, J.

**PUBLICATIONS – BOOK CHAPTER**

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

**PUBLICATIONS – INDUSTRY & EXTENSION REPORTS**

8. Examining Opportunities for US Agricultural Exports to Columbia  
Zahniser, S., Gómez, M. I., Puerto, S., & Li, J.  
Amber Waves: The Economics of Food, Farming, Natural Resources, and Rural America. United States

Department of Agriculture, Economic Research Service, 2022

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

#### **MENTORING** (\*indicate committee co-chair)

- **PhD:** Amalia Beary (Food Science Department)
- **MS:** Xinyuan Han, Rrydhima Prasad\*, Wichayamas Paekul, Lixuan Jian, Yanan Zhang\*, Yuping Chang, Jialiang Sun, Anna Hu, Nima Homami, Zekun Ma, Erin Nishi
- **Others:** Jack Murphy (Senior at Trumansburg High School)

#### **TEACHING**

Instructor	Business analysis simulation, CICER Summer Program, Cornell University, July 2019-2025
Guest Instructor	Annual Cornell-Changins Wine Economics Seminar, Cornell University, June 2018, 2019
Guest Instructor	AEM 6700 (MS level) Economics of Consumer Demand, Cornell University, Fall 2017
Teaching Assistant	AEM 1200 (Undergraduate), Introduction to Business AEM 2100 (Undergraduate), Marketing Management AEM 6700 (MS Level), Economics of Consumer Demand

#### **CONFERENCE AND SEMINAR PRESENTATIONS**

2021-2023	AAEA Annual Conference, Agricultural and Food Business Outlook 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 6 <sup>th</sup> 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, Journal of Consumer Studies

*Member Affiliation*

Agricultural & Applied Economics Association, Agricultural Economics Society, American Association of Wine Economists, American Marketing Association, Association for Women in Science (AWIS)

**AWARDS AND HONORS**

2020	The 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