

CURRICULUM VITAE

JIE LI

The Charles H. Dyson School of Applied
Economics and Management
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CURRENT POSITION

Senior Research Associate, Dyson School of Applied Economics and Management, Cornell University, 2023~
Director of Program Development, Cornell Institute for China Economic Research, Cornell University, 2017~
Member of Graduate Faculty in Applied Economics and Management, Cornell University, 2020~

PREVIOUS POSITIONS

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

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

PEER-REVIEWED PUBLICATIONS

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
Streletskaya, 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

13. 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 review in *Agricultural Economics*
12. 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 second review in *Current Issues in Tourism*.
11. Assessing Consumer Demand for Intermediate Wheatgrass, a New Sustainable Grain.
Li, J., Gómez, M. I., Homami, N., & Ryan, M.
In preparation for submission
10. 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
9. Assessing Demand for Eco-Friendly Packaging Solutions Using a Discrete Choice Experiment
Ballco, P., Li, J., Prasad, R., & Gómez, M.
In preparation for submission
8. Consumer Evaluation of Organic, Local and CEA-grown Leaf Lettuce
Krasovskaia, E., Gómez, M. I., Li, J., Nicholson, C. N., & Sauer, C. 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.
Draft available
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
Streletskaya, 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
Henehan, 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 in Progress:** Amalia Beary (Food Science Department)
- **MS:** 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, summer program by Cornell Institute for China Economics Research, Cornell University, July 2019-2024
Guest Instructor	Annual Cornell-Changins Wine Economics Seminar, Cornell University, June 2018-2019
Guest Instructor	Economics of Consumer Demand (MS level), Cornell University, Fall 2017
Teaching Assistant	AEM 1200 (Undergraduate Level), Introduction to Business AEM 2100 (Undergraduate Level), 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 th 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	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