

**Koichi Yonezawa**

475D Warren Hall  
Cornell University  
Ithaca, NY 14853

Phone: 607-254-6068, Email: [ky365@cornell.edu](mailto:ky365@cornell.edu)

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**EMPLOYMENT**

Research Associate, Food Industry Management Program, Charles H. Dyson School of Applied Economics and Management, SC Johnson College of Business, Cornell University, September 2016 – Present

**EDUCATION**

Arizona State University, Mesa, AZ, August 2010 – August 2014  
Ph.D., Business Administration (Agribusiness), August 2014  
Dissertation Title: Three Essays on Consumer Behavior under Uncertainty  
Dissertation Committee: Timothy J. Richards (Chair), Carola Grebitus, Sungho Park  
University of Wisconsin-Madison, Madison, WI, September 2004 – May 2006  
M.S., Economics, May 2006  
University of Tsukuba, Tsukuba, Japan, April 2001 – March 2003  
M.S., Policy and Planning Sciences, March 2003  
Rikkyo University, Tokyo, Japan, April 1997 – March 2001  
B.A., Economics, March 2001

**FIELDS OF SPECIALIZATION**

Food Marketing, Food Retailing, Food Economics, Empirical Industrial Organization

**PUBLICATIONS**

Richards, T. J., Hamilton, S. F., & Yonezawa, K. (2018). Retail Market Power in a Shopping Basket Model of Supermarket Competition. *Journal of Retailing*, 94(3), 328–342.

Yonezawa, K., & Richards, T. J. (2017). Consumer Risk-reduction Behavior and New Product Purchases. *Managerial and Decision Economics*, 38(7), 1003–1016.

Kalkbrenner, B., Yonezawa, K., & Roosen, J. (2017). Consumer Preferences for Electricity Tariffs: Does Proximity Matter? *Energy Policy*, 107, 413–424.

Richards, T. J., Hamilton, S. F., & Yonezawa, K. (2016). Variety and the Cost of Search in Supermarket Retailing. *Review of Industrial Organization*, 50(3), 263–285. Lead Article.

Yonezawa, K., & Richards, T. J. (2016). Competitive Package Size Decisions. *Journal of Retailing*, 92(4), 445–469.

Yonezawa, K., & Richards, T. J. (2016). Risk Aversion and Preference for Store Price Format. *Journal of Agricultural and Resource Economics*, 41(3), 425–443.

Richards, T. J., Yonezawa, K., & Winter, S. (2015). Cross-Category Effects and Private Labels. *European Review of Agricultural Economics*, 42(2), 187–216.

Sumita, U., Ise, T., & Yonezawa, K. (2006). Stochastic Analysis of Number of Corporations in A Market Derived from Strategic Policies of Individual Corporations for Market Entry and Retreat. *Journal of the Operations Research Society of Japan*, 49(1), 1–18.

### **WORKING PAPERS**

Yonezawa, K., Gómez, M. I., & Richards, T. J. (2018). *The Robinson-Patman Act and Vertical Relationships*.

Yonezawa, K., Gómez, M. I., & McLaughlin E. W. (2018). *Examining the Impact of Minimum Wage Changes on Employment in the U.S. Retail Sector*.

### **WORK IN PROGRESS**

Bargaining on Trade Promotions between Manufacturers and Retailers in the Food Industry: Development of a Nash Model and Empirical Test (with Miguel I. Gómez and Vithala R. Rao).

### **CONFERENCE PRESENTATIONS**

“The Robinson-Patman Act and Vertical Relationships”

- AAEA Annual Meeting, Washington, D.C., August 2018

“The Long-Term Effects of Marketing Organic Products”

- AAEA Annual Meeting, Chicago, IL, July 2017

“Competitive Package Size Decisions”

- AAEA Annual Meeting, San Francisco, CA, July 2015
- 29<sup>th</sup> International Conference of Agricultural Economists, Milan, Italy, August 2015
- 55th GEWISOLA-Annual Conference, Giessen, Germany, September 2015

“Risk Aversion and Preference for Store Price Format”

- WAEA Annual Meeting, Monterey, CA, June 2013
- INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013
- AAEA Annual Meeting, Washington, D.C., August 2013

“Consumer Risk-Reduction Behavior and New Product Purchases”

- INFORMS Marketing Science Conference, Boston, MA, June 2012
- AAEA Annual Meeting, Seattle, WA, August 2012

### **INVITED SEMINARS**

“The Robinson-Patman Act and Vertical Relationships”

- Cornell University, April 2018

“Competitive Package Size Decisions”

- Purdue University, April 2015
- Cornell University, December 2015

“Risk Aversion and Preference for Store Price Format”

- California Polytechnic State University, October 2013
- Technische Universität München, April 2014

### **TEACHING EXPERIENCES**

Guest Instructor, *Food Marketing Colloquium* (undergraduate level), Cornell University, Fall 2017.

Guest Instructor, *Economics of Consumer Demand* (master’s level), Cornell University, Fall 2017.

Instructor, *Consumer Behavior Research Methods* (master’s level), Technische Universität München, Winter 2014, 2015.

Instructor, *Consumer Economics and Policy* (master’s level), Technische Universität München, Winter 2014, 2015.

Guest Instructor, *Consumer Affairs Issues* (master’s level), Technische Universität München, Summer 2015.

Instructor, *Food Economics* (master’s level), Technische Universität München, Summer 2015, 2016.

Instructor, *Food Economics Seminar* (master’s level), Technische Universität München, Summer 2015, 2016.

Instructor, *Agricultural Risk Management and Insurance* (undergraduate level), Arizona State University, Fall 2013.

Guest Instructor, *Managerial Economics for Agribusiness* (master’s level), Arizona State University, Spring 2013, 2014.

Teaching Assistant, *Advanced Agribusiness I* (Ph.D. level), Arizona State University, Fall 2012.

### **GRADUATE STUDENTS SUPERVISED**

Zsofia Mia Molnar, Master in Consumer Affairs, Technische Universität München.

### **PROFESSIONAL EXPERIENCES**

#### Academic Experiences

- Postdoctoral Fellow, Department of Marketing and Consumer Research, TUM School of Management, Technische Universität München, Germany, September 2014 – July 2016
- Research Assistant to Dr. Timothy J. Richards, Morrison School of Agribusiness, Arizona State University, August 2010 – August 2014.

#### Industry Experiences

- Research Assistant, MyWorld, Inc. (Currently, Engage3), Scottsdale, AZ, January 2012 – July 2012.

- Analyst, Ipsos-Novaction K.K. (Currently, Ipsos K.K.), Tokyo, Japan, October 2006 – July 2010.

Journal Referee Services

- *European Review of Agricultural Economics, Journal of Agricultural and Resource Economics, Journal of Agricultural Economics, and Agribusiness: an International Journal*

Conference Referee Services

- EAAE Congress 2017, AAEA Annual Meeting 2017

**HONORS, FELLOWSHIPS AND GRANTS**

Business of Food Small Grants Program, Cornell University, 2018.

Block Grant Fellowship, Arizona State University, 2010, 2012, 2013.

Rikkyo Scholarship, Rikkyo University, 1999, 2000.

**MEDIA MENTIONS**

“Competitive Package Size Decisions” by Veronique Greenwood, *BBC - Capital*, May 14, 2018.