VITA

Carola Grebitus

Dean's Council Distinguished Professor
Morrison School of Agribusiness
W. P. Carey School of Business
Arizona State University
Mesa, AZ 85212
Tel: (480) 727-4098
E-mail: carola.grebitus@asu.edu

I. EDUCATION

Ph.D., Food Economics, Food Marketing (magna cum laude), Kiel University, Germany, 2007
M.S., Food Economics, Home Economics, Kiel University, Germany, 2002
B.S., Food Science, Kiel University, Germany, 2001

II. EXPERIENCE

A. Academic Positions

Dean's Council Distinguished Professor (with tenure), Morrison School of Agribusiness, W. P. Carey School of Business, Arizona State University (ASU), 2024-present

Dean's Council Distinguished Scholar, W. P. Carey School of Business, ASU, 2021-2024

Associate Professor of Food Industry Management (with tenure), Morrison School of Agribusiness, W. P. Carey School of Business, ASU, 2018-2024

Assistant Professor of Food Industry Management, Morrison School of Agribusiness, W. P. Carey School of Business (2013-2018) / College of Technology and Innovation (2012-2013), ASU, 2012-2018

Assistant Professor (Akademische Rätin), Department of Agricultural and Food Market Research, Institute for Food and Resource Economics, Bonn University, Germany, 2008-2012

Post-Doctoral Research Fellow, Department of Resource Economics & Environmental Sociology, University of Alberta, Canada, Spring 2008

Post-Doctoral Research Fellow, Center for Agricultural and Rural Development/ Department of Economics, Iowa State University, 2007-2008

Teaching Assistant, Department of Agricultural Economics, Kiel University, Germany, 2005-2006

Research Assistant, Department of Agricultural Economics, Kiel University, Germany, 2003-2004

B. Other Positions

Core Faculty, ASU Farm, Arizona State University, 2026 – present

Consultant, Commodity Market Policy and Economic Analysis, Markets and Trade Division, Food and Agriculture Organization of the United Nations, 2025

Affiliated Faculty, Institute for Social Science Research, Arizona State University, 2020 – present

Senior Global Futures Scientist, Julie Ann Wrigley Global Futures Laboratory, Global Institute of Sustainability and Innovation, Arizona State University, 2014 – present

Visiting Researcher, School of Public and Environmental Affairs, Indiana University - Purdue University Indianapolis, Spring 2012

Visiting Researcher, Department of Agricultural and Applied Economics, University of Georgia, Spring 2012

Visiting Researcher, Department of Agricultural Economics, Oklahoma State University, Spring 2011

Visiting Researcher, Department of Resource Economics & Environmental Sociology, University of Alberta, Canada, Fall 2010

Visiting Researcher, Center for Agricultural and Rural Development/ Department of Economics, Iowa State University, Spring & Fall 2006, Spring 2010

III. LEADERSHIP

A. Administrative Roles

Chair of Project Oversight Committee for a Climate-Smart Agriculture and Food Systems Project funded by Genome Canada (Génome Québec), Canada, 2023 – 2027

Director, Workshop on Survey Design and Experimental Methods in Applied and Agricultural Economics, Arizona State University, 2023

Co-Director, International Summer School in Survey Design and Experimental Methods in Applied and Agricultural Economics, Michigan State University, 2022, 2024 – 2026

Director, Agricultural and Applied Economics Association (AAEA), 2020 – 2023

Founding Director, International Winter School in Survey Design and Experimental Methods in Applied and Agricultural Economics, Arizona State University, 2020 – 2021

Director, Food and Agribusiness (FAB) Lab, Arizona State University, 2018 – present

Founder, Consumer Food & Agribusiness Research (CFAR) Lab, Arizona State University, 2013 – present

B. Leadership in Professional Groups

Member, Trust Committee, AAEA, 2026 – 2029

Member, CWAE Programming Committee, AAEA, 2026 – present

Board Member, The Council on Food, Agricultural, and Resource Economics, 2025 – present

Member, Health and Wellbeing Task Force, AAEA, 2025 – present

Established and Co-Chaired the Health and Wellbeing Task Force, AAEA, 2023 – 2025

Member of Steering Committee, AAEA Mid-Career Mentoring Workshop: Building Interdisciplinary Collaborations to Transform Food and Agriculture into Circular Systems, Kansas City, MO, 2022

Member, Trust Committee, AAEA, 2020 – 2023

Member of Program Committee, XVI European Association of Agricultural Economists Congress: Raising the Impact of Agricultural Economics, Prague, Czech Republic, 2021

Co-Chair, Ad hoc Committee Industry Relations, AAEA, 2019 – 2021

Chair, Membership Committee, AAEA, 2019 – 2020

Chair-Elect / Chair / Past Chair, Institutional and Behavioral Economics Section, AAEA, 2017 – 2020

Chair-Elect / Chair / Past Chair Food Safety and Nutrition Section, AAEA, 2016 – 2019

Topic Leader, Experimental Economics, AAEA, 2016 – 2018

Member, Membership Committee, AAEA, 2016 – 2019

Chair / Past Chair, Experimental Economics Section, AAEA, 2015 – 2017

Established the Experimental Economics Section, AAEA, 2015

Member, The Council on Food, Agricultural, and Resource Economics Blue Ribbon Expert Panel on Consumer Concerns about Food, Health, and Safety, 2014 – 2016

Chair of Scientific Committee, 3rd AAEA Symposium: Social Networks, Social Media and the Economics of Food, Montreal, Canada; 2014

Member at Large, Food Safety and Nutrition Section, AAEA, 2013 – 2015

Topic Leader, Food Safety and Nutrition, AAEA, 2012 – 2014

Member of Program Committee, 2nd AAEA Symposium: Food Environment – The Effects of Context on Food, Boston, MA; 2012

Member, Center of Integrated Dairy Research, Germany, 2012

Chair of Program Committee & Member of Local Organizing Committee, 5th International Consumer Sciences Research Conference: Consumer Behavior for a Sustainable Future, Bonn, Germany, 2011

Member of Local Organizing Committee & Contact Person, Joint 1st AAEA Symposium / 115th European Association of Agriculture Economists Seminar: The Economics of Food, Food Choice and Health, Munich, Germany, 2010

Established and Chaired the Network on the Economics of Food Choice and Health. Funded by the German Research Foundation, 2010 – 2015

Member, Consumer and Market Demand Network. Department of Rural Economy, University of Alberta, Canada, 2009 – 2015

C. Editorial Leadership Roles

Co-Guest Editor: Special issue – Shaping the Future of Behavioural and Experimental Economics in Agricultural Economics Research: Insights on Non-economic Drivers, Digitalisation and External Validity. *European Review of Agricultural Economics,* 2026 – 2027

Editorial Board: *International Journal on Food System Dynamics*, 2026 – present

Editorial Advisory Board: *Food Policy*, 2024 – present

Co-Editor: *Q Open*, 2023 – present

Review Editor: *Frontiers in Nutrition: Food Policy and Economics*, 2022 – 2023

Co-Guest Editor: Special issue – Replication in Agricultural Economics. *Applied Economic Perspectives and Policy*, 2021 – 2023

Editorial Review Board: *Canadian Journal of Agricultural Economics*, 2018 – 2024

Co-Guest Editor: Special issue – Transformations in the Food System: Nutritional and Economic Impacts. *Choices*, 2017: Quarter 1

Editorial Review Board: *European Review of Agricultural Economics*, 2016 – 2022

Editorial Review Board: *Agribusiness: An International Journal*, 2015 – present

Co-Guest Editor: Special issue – The Economics of Food, Food Choice and Health. *European Review of Agricultural Economics,* 2012:39-5, 741-877

Co-Guest Editor: Special issue – Consumer Behavior for a Sustainable Future. *International Journal of Consumer Studies*, 2012:36-2, 121–250

Editorial Board: *Magazine of the German Association of Food Scientists & Food Economists*, 2004 – 2010

IV. AWARDS AND HONORS

A. Awards

Outstanding Graduate Teaching Award W. P. Carey School of Business, Arizona State University, 2025

Huizingh Award for Undergraduate Service to Students W. P. Carey School of Business, Arizona State University, 2022

Centennial Professorship Award Associated Students of Arizona State University, 2022

Student Organization Advisor of the Year Award Polytechnic Campus, Arizona State University, 2022

Outstanding Graduate Teaching Award (Finalist) W. P. Carey School of Business, Arizona State University, 2022 & 2023 & 2024

Huizingh Award for Undergraduate Service to Students (Finalist) W. P. Carey School of Business, Arizona State University, 2020 & 2021

W. P. Carey Dean's Mid-Career Research Award W. P. Carey School of Business, Arizona State University, 2020

'Entrepreneurial Approach to Learning' Teaching Innovation Award (Finalist) W. P. Carey School of Business, Arizona State University, 2020 & 2021 & 2025

Professor of the Year Award Chamber of Commerce, Apache Junction, AZ, 2019

Student Organization Advisor of the Year (Finalist) Polytechnic Campus, Arizona State University, 2019 & 2021

Award for junior professionals showing outstanding success in Germany's food economy Foundation Goldener Zuckerhut, 2006

Junior Media Award for article on healthy diets Media Association Lower-Saxony, 1996

B. Honors

Outstanding Reviewer Award *Food Policy*, 2025

Top 10 Most-Cited Article *Canadian Journal of Agricultural Economics:* Explaining consumer willingness to pay for country-of-origin labeling with ethnocentrism, country image, and product image: Examples from China's beef market, 2024

Best Paper Award China Section of the Agricultural and Applied Economics Association: Consumer preferences for beef quality grades on imported and domestic beef, 2024

Top Cited Article *Agricultural Economics:* Relationship between cognitive and affective processes, and willingness to pay for pesticide-free and GMO-free labeling, 2022-2023

Top Viewed Article *EuroChoices:* Exploring food consumption trends on Twitter with Social Media Analytics: The example of Veganuary, 2023

College Marshal Fall Commencement Ceremony, Arizona State University, 2022

Top Cited Article *Agribusiness: an International Journal:* Who practices urban agriculture? An empirical analysis of participation before and during the COVID-19 pandemic, 2021-2022

Sigma Alpha-Alpha Nu 2020

Top Downloaded Article *Agribusiness: an International Journal:* Food consumption behavior during the COVID-19 pandemic, 2019-2020

Dean's List for Teaching Impact Honoree W. P. Carey School of Business, Arizona State University, 2019-2025

Top Downloaded Article *Agribusiness: an International Journal:* Who practices urban agriculture? An empirical analysis of participation before and during the COVID-19 pandemic, 2019-2020

Sylvia Lane Mentor Fellowship Sylvia Lane Mentorship Fund. Mentor: Jayson L. Lusk, Oklahoma State University, 2011

V. RESEARCH

A. Peer-Reviewed Journal Publications

Google Scholar Citations (8/6/2026): 5,974, h-index: 42, i10-index: 84

* Indicates student co-authors.

95. YANG, Y., TILMAN, D., BELLEMARE, M.F., FANZO, J., GREBITUS, C., HAWS, K.L., HERRERO, M., JEBB, S.A., JUST, D.R., LEVINE, A.S., MCCLEMENTS, D.J., MOURITSEN, O.G., PECHEY, R., AND C.B. BARRETT (2026): Strategies for achieving sustainable, healthy, and equitable dietary transitions. *Science* 392, 6793, 37-43; IF 45.8; 5-yr IF 49.7.

94. GREBITUS, C., HUGHNER, R.S., FULLER, K., VAN LOO, E.J., AND K.G. GRUNERT (2026): Exploring the role of memory and point-of-purchase promotion on food choice: insights from an eye-tracking study. *British Food Journal.* https://doi.org/10.1108/BFJ-05-2025-0567; IF 4.2; 5-yr IF 4.0.

93. KALIJI, S.A., *AMINRAVAN, M., AND C. GREBITUS (2026): Understanding consumer resistance toward and acceptance of plant-based fish: An innovation resistance theory perspective. *Food Quality and Preference*, 146, 106063, https://doi.org/10.1016/j.foodqual.2026.106063; IF 5.565; 4-yr IF 6.386.

92. GREBITUS, C., AND D. MARTENS (2026): Effect of meditation on students' stress levels in online classes. *Q Open.* qoag0003, https://doi.org/10.1093/qopen/qoag003, 26pages; IF N/A; 5-yr IF N/A.

91. *CETIK, N., GREBITUS, C., AND L. CHENARIDES (2025): Relationship Between Knowledge and Compliance With Safety Measures: Evidence From COVID-19. *Applied Economic Perspectives and Policy,* 48(2), 487-504; IF 4.890; 5-yr IF 3.627.

90. GREBITUS, C., AND M.H. ALEMU (2025): How Do Stated Attribute Cut-Off Values Influence Attention and Subsequent Willingness to Pay? Evidence From an Eye-Tracking Food Choice Experiment. *The Australian Journal of Agricultural and Resource Economics,* 70(1), 208-221, IF 2.1; 5-yr IF N/A.

89. GREBITUS, C. (2025): Becoming an Academic Athlete – Strategies for resilience in academia. *Q Open.* qoaf029, https://doi.org/10.1093/qopen/qoaf029, 16pages; IF N/A; 5-yr IF N/A.

88. GREBITUS, C., AND W. HU (2025): Agricultural and applied economists' views on pre-registration and pre-analysis plans for empirical research. *Journal of the Agricultural and Applied Economics Association*, 4(2), 223-238; IF N/A; 5-yr IF N/A.

87. *DUMRE, A., KOLADY, D., GREBITUS, C. AND M. ISHAQ (2025): Drivers of the likelihood to consume carbon-friendly beef and plant-based meat alternatives in the United States. *Journal of Agricultural and Resource Economics.* 50(1), 39-61; IF N/A; 5-yr IF N/A.

86. GREBITUS, C. (2024): Students' attitudes towards cooperative learning in Online classes. *Applied Economics Teaching Resources.* 6(3), 18-53; IF N/A; 5-yr IF N/A.

85. FINGER, R., HENNINGSEN, A., HÖHLER, J., HUBER, R., ROMMEL, J., AND C. GREBITUS (2024): Open science in agricultural economics. *Q Open,* qoae029, https://doi.org/10.1093/qopen/qoae029; IF N/A; 5-yr IF N/A.

84. *DAHAL, B., DELONG, K., GAO, S., AND C. GREBITUS (2024): Consumers' beef purchasing behavior across countries. *Meat Science,* 217(November 2024), 109611; IF 5.7; 5-yr IF N/A.

83. *ISHAQ, M., KOLADY, D., AND C. GREBITUS (2024): The effect of information and beliefs on preferences for sustainably produced beef. *European Review of Agricultural Economics,* 51(3), 895-925; IF 4.448; 5-yr IF 4.287.

82. *GAO, S., GREBITUS, C., AND K.L. DELONG (2024): Explaining consumer willingness to pay for country-of-origin labeling with ethnocentrism, country image, and product image: Examples from China's beef market. *Canadian Journal of Agricultural Economics*, 72(2), 149-166; IF 11.353; 4-yr IF 12.701.

81. DRESCHER, L.S., AND C. GREBITUS (2024): Growing your own food and dietary quality: Results from a survey. *EuroChoices,* 24(1), 72-77; IF 2.8; 5-yr IF N/A.

80. *DAHAL, B.R., DELONG, K.L., GAO, S., GREBITUS, C., AND A. MUHAMMAD (2024): Factors affecting Chinese consumers' beef purchase frequency. *Agribusiness: An International Journal.* http://doi.org/10.1002/agr.21906 IF 3.2; 5-yr IF 1.938.

79. FINGER, R., GREBITUS, C., AND A. HENNINGSEN (2023): Replications in agricultural economics. *Applied Economic Perspectives and Policy*, 45(3), 1258-1274. IF 4.890; 5-yr IF 3.627.

78. *GAO, S., GREBITUS, C., AND K.L. DELONG (2023): Consumer preferences for beef quality grades on imported and domestic beef. *European Review of Agricultural Economics,* 50(3), 1064-1102. IF 4.448; 4-yr IF 4.287.

77. *FULLER, K., AND C. GREBITUS (2023): Consumers' preferences and willingness to pay for coffee sustainability labels. *Agribusiness: An International Journal,* 39(4), 1007-1025. IF 3.2; 5-yr IF 1.938.

76. *GAO, S., GREBITUS, C., AND T.G. SCHMITZ (2023): Communication in times of crisis: Information flow among Chinese hog producers during the African swine fever outbreak. *Agribusiness: An International Journal,* 39(4), 1279-1299. IF 3.2; 5-yr IF 1.938.

75. PESCHEL, A.O., AND C. GREBITUS (2023): Flexitarians' and meat eaters' heterogeneous preferences for beef: Gourmets and value seekers. *Food Quality and Preference*; 104(104756), March 2023. IF 5.565; 4-yr IF 6.386.

74. *ISHAQ, M., KOLADY, D., AND C. GREBITUS (2023): Analyzing behavioral factors of willingness to pay for sustainability. *Journal of the Agricultural and Applied Economics Association,* Jaa2/86, https://doi.org/10.1002/jaa2.86 IF N/A; 5-yr IF N/A.

73. FINGER, R., GREBITUS, C., AND A. HENNINGSEN (2023): Improving agricultural policy decisions through replications. *EuroChoices,* 23(1), 63-66, IF 2.8; 5-yr IF N/A.

72. DRESCHER, L.S., GREBITUS, C., AND J. ROOSEN (2023): Exploring food consumption trends on Twitter with Social Media Analytics: The example of Veganuary. *EuroChoices,* 22(2), 45-52. IF 2.8; 5-yr IF N/A.

71. *RONDONI, A., GREBITUS, C., HUGHNER, R.S. AND K. FULLER* (2023): Marketing specialty crops: Analyzing perception and determinants of date fruit purchase likelihood. *Journal of International Food & Agribusiness Marketing* 35(5), 670-694. IF 2.521; 4-yr IF 2.521.

70. CHENARIDES, L., GREBITUS, C., LUSK, J., AND I. PRINTEZIS (2022): A calibrated choice experiment method. *European Review of Agricultural Economics*, 49(5), 971-1004. IF 4.448; 4-yr IF 4.287.

69. *GAO, S., GREBITUS, C., AND T.G. SCHMITZ (2022): Effects of risk preferences and social networks on adoption of genomics by Chinese hog farmers. *Journal of Rural Studies*, 94, 111-127. IF 5.157; 5-yr IF 4.769.

68. *FULLER, K., GREBITUS, C., AND T.G. SCHMITZ (2022): The effects of values and information on the willingness to pay for sustainability credence attributes for coffee. *Agricultural Economics*, 53(5), 775-791. IF 3.887; 5-yr IF N/A.

67. GREBITUS, C., AND E.J. VAN LOO (2022): Relationship between cognitive and affective processes, and willingness to pay for pesticide-free and GMO-free labeling. *Agricultural Economics,* 53(3), 407-421. IF 4.1; 5-yr IF N/A.

66. *PAUDEL, B, KOLADY, D., GREBITUS, C., *ROY, A., AND M. ISHAQ* (2022): Consumers' willingness to pay for pork produced with different levels of antibiotics. *Q Open*, 2(1), https://doi.org/10.1093/qopen/qoac001. IF N/A; 5-yr IF N/A.

65. ROSBURG, A., AND C. GREBITUS (2021): Sustainable development in the craft brewing industry: A case study of Iowa brewers. *Business Strategy and the Environment,* 30(7), 2966-2979. IF 13.4, 4-yr IF 11.283.

64. GREBITUS, C. (2021): Small-scale urban agriculture: Drivers of growing produce at home and in community gardens in Detroit. *PLoS ONE,* 16(9): e0256913. IF 3.752; 5-yr IF N/A.

63. CHENARIDES, L., GREBITUS, C., LUSK, J., AND I. PRINTEZIS (2021): Who practices urban agriculture? An empirical analysis of participation before and during the COVID-19 pandemic. *Agribusiness: an International Journal,* 37(1), 142-159; IF 3.2; 5-yr IF 1.938.

62. CHENARIDES, L., GREBITUS, C., LUSK, J., AND I. PRINTEZIS (2021): Food consumption behavior during the COVID-19 pandemic. *Agribusiness: an International Journal*, 37(1), 44-81; IF 3.2; 5-yr IF 1.938.

61. *RONDONI, A., GREBITUS, C., MILLAN, E., AND D. ASIOLI (2021): Exploring consumers' perceptions of plant-based eggs using concept mapping and semantic network analysis. *Food Quality and Preference,* 94 (December), 104327; IF 5.565; 4-yr IF 6.386.

60. DELONG, K.L., *SYRENGELAS, K.G., GREBITUS, C., AND R.M. NAYGA (2021): Visual versus text attribute representation in choice experiments. *Journal of Behavioral and Experimental Economics,* 94, 101729; IF 1.831; 5-yr IF 1.757.

59. VAN LOO, E.J., GREBITUS, C., AND W. VERBEKE (2021): Effects of nutrition and sustainability claims on attention and choice: An eye-tracking study in the context of a choice experiment using granola bar concepts. *Food Quality and Preference,* 90, 104100; IF 5.565; 5-yr IF 5.902.

58. ALEMU, M.H., AND C. GREBITUS (2020): Towards sustainable urban food systems: Analyzing contextual and intrapsychic drivers of growing food in small-scale urban agriculture. *PLoS ONE*. https://doi.org/10.1371/journal.pone.0243949; IF 3.752; 5-yr IF N/A.

57. *PRINTEZIS, I., AND C. GREBITUS (2020): College-age millennials' preferences for food supplied by urban agriculture. *Frontiers in Sustainable Food Systems.* https://doi.org/10.3389/fsufs.2020.00048; IF 5.005; 5-yr IF N/A.

56. GREBITUS, C., CHENARIDES, L., MUENICH, R.L., AND A. MAHALOV (2020): Consumers' perception of urban farming – An exploratory study. *Frontiers in Sustainable Food Systems.* https://doi.org/10.3389/fsufs.2020.00079; IF 5.005; 5-yr IF N/A.

55. GREBITUS, C., R.D. ROSCOE, E.J. VAN LOO, AND I. KULA* (2020): Sustainable bottled water:

How nudging and Internet Search affect consumers' choices. *Journal of Cleaner Production,* 267, 121930; IF 11.072; 5-yr IF 9.444.

54. VAN LOO, E., GREBITUS, C., AND J. ROOSEN (2019): Explaining attention and choice for origin labeled cheese by means of consumer ethnocentrism. *Food Quality and Preference*, 78, 103716; IF 5.565; 4-yr IF 6.386.

53. GREBITUS, C., AND G. DAVIS (2019): Does the new Nutrition Facts Panel help compensate for low numeracy skills? An eye-tracking analysis. *Agricultural Economics*, 50(3), 249-258; IF 4.1; 5-yr IF 2.563.

52. *FANG, D., RICHARDS, T.J., AND C. GREBITUS (2019): Modeling product choices in a peer network. *Forum for Health Economics & Policy,* 22(1), DOI: https://doi.org/10.1515/fhep-2018-0007.

51. *PRINTEZIS, I., GREBITUS, C., AND S. HIRSCH (2019): The price is right!? A meta-regression analysis on willingness to pay for local food. *PLoS ONE*, 14(5), e0215847; IF 3.752; 5-yr IF N/A. https://doi.org/10.1371/journal.pone.0215847

50. *WINTER, S.T., AND C. GREBITUS (2019): Effect of consumers' personality on store brand choice in grocery stores: Insights from France and Germany. *Journal of International Food and Agribusiness Marketing*, 31(4), 400-416; IF 2.521; 4-yr IF 2.521.

49. PESCHEL, A., GREBITUS, C., ALEMU, M.H., AND R.S. HUGHNER (2019): Personality traits and preferences for production method labeling – A latent class approach. *Food Quality and Preference*, 74 (June), 163-171; IF 5.565; 4-yr IF 6.386.

48. *WANG, D., GREBITUS, C., AND C. SCHROETER (2018): The effect of behavioral contagion and tie-strength on calorie intake in food courts. *Journal of International Food and Agribusiness Marketing,* 31(2), 204-211; IF 2.521; 4-yr IF 2.521.

47. *PRINTEZIS, I., AND C. GREBITUS (2018): Marketing channels for local food. *Ecological Economics,* 152(October), 161-171; IF 6.536; 5-yr IF 6.233.

46. VAN LOO, E.J., GREBITUS, C., NAYGA, R.M., VERBEKE, W. AND J. ROOSEN (2018): On the measurement of consumer preferences and food choice behavior: The relation between visual attention and choices. *Applied Economic Perspectives and Policy;* 40(4), 538-562; IF 4.890; 5-yr IF 3.627.

45. GREBITUS, C., AND J. ROOSEN (2018): Influence of non-attendance on choices with varying complexity. *European Journal of Marketing*, 52(9/10), 2151-2172; IF 6.6; 5-yr. IF 4.595.

44. *SYRENGELAS, K.G., DELONG, K.L., GREBITUS, C. AND R.M. NAYGA (2018): Is the natural label misleading? Examining consumer preferences for natural beef. *Applied Economic Perspectives and Policy,* 40(3), 445-460; IF 4.890; 5-yr IF 3.627.

43. GREBITUS C., PESCHEL A.O., AND R.S. HUGHNER (2018): Voluntary food labeling: The additive effect of "free from" labels and region of origin. *Agribusiness: An International Journal,* 34(4), 714-727; IF 3.2; 5-yr IF 1.938.

42. *PRINTEZIS, I., GREBITUS, C., AND A. PRINTEZIS (2017): Importance of perceived "naturalness" to the success of urban farming. *Choices*. Quarter 1 2017, 32(1), 7pages; IF N/A; 5-yr IF N/A.

41. DUMORTIER, J., EVANS, K.S., GREBITUS, C., AND P.A. MARTIN (2017): The influence of trust and attitudes on the purchase frequency of organic produce. *Journal of International Food and Agribusiness Marketing,* 29(1), 46-69; IF 2.521; 4-yr IF 2.521.

40. *DeLong, K.L., and C. Grebitus (2017): Genetically modified labeling: The role of consumers' trust and personality. *Agribusiness: An International Journal*, 34(2), 266-282; IF 3.2; 5-yr IF 1.938.

39. Grebitus, C., *Printezis, I., and A. Printezis (2017): Relationship between consumer behavior and success of urban agriculture. *Ecological Economics*, 136, 189-200; IF 6.536; 5-yr IF 6.233.

38. Lewis, K.E., Grebitus, C., Colson, G., and W. Hu (2017): German and British consumer willingness to pay for beef labeled with food safety attributes. *Journal of Agricultural Economics*, 68(2), 451-470; IF 4.163; 4-yr IF 4.489.

37. Colson, G., and C. Grebitus (2017): Relationship between children's BMI and parents' preferences for kids' yogurts with and without front of package health signals. *Agribusiness: An International Journal,* 33(2), 151-159, IF 3.2; 5-yr IF 1.938.

36. Grebitus, C., and G. Davis (2017): Change is Good!? Analyzing the relationship between attention and Nutrition Facts Panel modifications. *Food Policy*, 73, 119-130; IF 6.08; 5-yr IF 6.110.

35. Colson, G., Corrigan, J., Grebitus, C. Loureiro, M., and M. Rousu (2016): Which deceptive practices, if any, should be allowed in experimental economics research? Results from surveys of applied experimental economists and students. *American Journal of Agricultural Economics*, 98(2), 610-621; IF 3.757; 5-yr IF 3.173.

34. Steiner, B., Peschel, A.O., and C. Grebitus (2017): Multi-product category choices labelled for ecological footprints: Exploring psychographics and evolved psychological biases for characterizing latent consumer classes. *Ecological Economics*, 140, 251-264; IF 6.536; 5-yr IF 6.233.

33. Roscoe, R.D., Grebitus, C., *O'Brian, J., *Johnson, A.C., and I. Kula* (2016): Online information search and decision making: Effects of web search stance. *Computers in Human Behavior*, 56, 103-118; IF 6.829; 5-yr IF 8.302.

32. *Lewis, K.E., Grebitus, C., and R. Nayga (2016): The importance of taste in experimental auctions: Consumers' valuation of calorie and sweetener labeling of soft drinks. *Agricultural Economics*, 47(1), 47-57; IF 4.1; 5-yr IF 2.563.

31. *Lewis, K.E., Grebitus, C., and R. Nayga (2016): The impact of brand and attention on consumers' willingness to pay: Evidence from an eye tracking experiment. *Canadian Journal of Agricultural Economics*, 64(4), 753-777; IF 11.353; 4-yr IF 12.701.

30. Grebitus, C., and J. Dumortier (2016): Effects of values and personality on demand for organic produce. *Agribusiness: An International Journal*, 32(2), 189-202; IF 3.2; 5-yr IF 1.938.

29. *Lewis, K.E., Grebitus, C., and R. Nayga (2016): U.S. consumers' preferences for imported and genetically modified sugar: Examining policy consequentiality in a choice experiment. *Journal of Behavioral and Experimental Economics*; 65, 1-8; IF 1.831; 5-yr IF 1.757.

28. *Lewis, K.E., and C. Grebitus (2016): Why U.S. consumers support country of origin labeling: Examining the impact of ethnocentrism and food safety. *Journal of International Food and Agribusiness Marketing*, 28(3), 254-270; IF 2.521; 4-yr IF 2.521.

27. *PESCHEL, A.O., GREBITUS, C., COLSON, G., AND W. HU (2016): Explaining the use of attribute cut-off values on decision making by means of involvement. *Journal of Behavioral and Experimental Economics,* 65, 58-66; IF 1.831; 5-yr IF 1.757.

26. *PESCHEL, A.O., GREBITUS, C., STEINER, B., AND M. VEEMAN (2016): How does consumer knowledge affect environmentally sustainable choices? Evidence from a cross-country latent class analysis of food labels. *Appetite*, 106, 78-91; IF 5.016; 4-yr IF 4.576.

25. GREBITUS, C., STEINER, B., AND M. VEEMAN (2016): Paying for sustainability: A cross-cultural analysis of consumers' valuations of food and non-food products labeled for carbon and water footprints. *Journal of Behavioral and Experimental Economics*, 63, 50-58; IF 1.831; 5-yr IF 1.757.

24. GREBITUS, C., ROOSEN, J., AND C. SEITZ* (2015): Visual attention and choice: A behavioral economics perspective on food decisions. *Journal of Agricultural & Food Industrial Organization,* 13(1), 73-82; IF 0.360; 5-yr IF 0.394.

23. GREBITUS, C., STEINER, B., AND M. VEEMAN (2015): The roles of human values and generalized trust on stated preferences when food is labeled with environmental footprints: Insights from Germany. *Food Policy*, 52, 84–91; IF 6.08; 5-yr IF 6.110.

22. ROUSU, M., COLSON, G., CORRIGAN, J., GREBITUS, C., AND M. LOUREIRO (2015): Deception in experiments: Towards guidelines on use in applied economics research. *Agricultural Economic Perspectives and Policy,* 37(3), 524-536; IF 4.890; 5-yr IF 3.627.

21. GREBITUS, C., HARTMANN, M., AND N. REYNOLDS (2015): Global obesity study on drivers for weight reduction strategies. *Obesity Facts. The European Journal of Obesity*, 8, 77-86; IF 3.942; 5-yr IF 4.889.

20. GREBITUS, C., JENSEN, H.H., ROOSEN, J., AND J. SEBRANEK (2015): Does the packaging make the product? Identifying consumers' preference for "natural" in packaging. *AgBioForum* – Festschrift for Wallace Huffman, 18(3), 337-344; IF 1.0; 5-yr IF 0.977.

19. QUI, Y., COLSON, G., AND C. GREBITUS (2014): Risk preferences and purchase of energy-efficient technologies in the residential sector. *Ecological Economics*, 107, 216–229; IF 6.536; 5-yr IF 6.233.

18. GREBITUS, C., LUSK, J., AND R. NAYGA (2013): Explaining differences in real and hypothetical experimental auctions and choice experiments with personality. *Journal of Economic Psychology*, 36, 11–26; IF 3.0; 4-yr IF 2.682.

17. GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2013): US and German consumer preferences for ground beef packaged under a modified atmosphere – Different regulations, different behavior? *Food Policy*, 40, 109–118; IF 6.08; 5-yr IF 6.110.

16. GREBITUS, C., STEINER, B., AND M. VEEMAN (2013): Personal values and decision making: Evidence from environmental footprint labeling in Canada. *American Journal of Agricultural Economics,* 95(2), 397-403; IF 3.757; 5-yr IF 3.173.

15. GREBITUS, C., LUSK, J., AND R. NAYGA (2013): Effect of distance of transportation on willingness to pay for food. *Ecological Economics*, 88, 67–75; IF 6.536; 5-yr IF 6.233.

14. GREBITUS, C., JENSEN, H.H., ROOSEN, J., AND J.G. SEBRANEK (2013): Fresh meat packaging: Consumer acceptance of modified atmosphere packaging including carbon monoxide.

Journal of Food Protection, 76(1), 99-107; IF 2.745; 4-yr IF 2.576.

13. MUELLER LOOSE, S., *PESCHEL, A.O. AND C. GREBITUS (2013): Quantifying effects of convenience and product packaging on consumer preferences and market share of seafood products: The case of oysters. *Food Quality and Preference,* 28(2), 492-504; IF 5.565; 4-yr IF 6.386.

12. *LANGEN, N., GREBITUS, C., AND M. HARTMANN (2013): Success factors of cause-related marketing in Germany. *Agribusiness: An International Journal,* 29(2), 207-227; IF 3.2; 5-yr IF 1.938.

11. GREBITUS, C., COLSON, G., AND L. MENAPACE (2012): A comparison of hypothetical survey rankings with consumer shopping behavior and product knowledge. *Journal of Agricultural and Applied Economics,* 44(1), 35-47; IF N/A; 5-yr IF N/A.

10. MENAPACE, L., COLSON, G., GREBITUS, C., AND M. FACENDOLA (2011): Consumers' preferences for geographical origin labels: Evidence from the Canadian olive oil market. *European Review of Agricultural Economics*, 38(2), 193-212; IF 4.448; 4-yr IF 4.287.

9. GREBITUS, C., MENAPACE, L., AND M. BRUHN (2011): Consumers' use of seals of approval and origin information: Evidence from the German pork market. *Agribusiness: An International Journal*, 27(4), 478-492; IF 3.2; 5-yr IF 1.938.

8. HERZFELD, T., DRESCHER, L., AND C. GREBITUS (2011): Cross-national adoption of private food quality standards. *Food Policy*, 36(3), 401-411; IF 6.08; 5-yr IF 6.110.

7. GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2011): Perceived quality in organic and conventional pork markets in Germany. *Acta Agriculturae Scandinavica, Section C — Food Economics,* 8(4), 187-199; IF 0.7; 5-yr IF 0.463.

6. GREBITUS, C., AND M. BRUHN (2011): A way to more effective marketing strategies: Analyzing dimensionality of cognitive structures quantitatively. *SAGE Open,* Aug. 2011, 1-11; IF 2.032; 5-yr IF 2.100.

5. YUE, C., GREBITUS, C., BRUHN, M., AND H.H. JENSEN (2010): Marketing organic and conventional potatoes in Germany. *Journal of International Food and Agribusiness Marketing*, 22(1 & 2), 164-178; IF 2.521; 4-yr IF 2.521.

4. *LANGEN, N., GREBITUS, C., AND M. HARTMANN (2010): Is there need for more transparency and efficiency in cause-related marketing? *International Journal on Food System Dynamics,* 4, 366-381; IF 2.0; 5-yr IF 1.53.

3. DRESCHER, L., GREBITUS, C., AND T. HERZFELD (2009): Spread of retailer food quality standards: A transition countries perspective. *Outlook on Agriculture*, 38(1), 15-21; IF 3.309; 5-yr IF 2.668.

2. GREBITUS, C., AND M. BRUHN (2008): Analyzing semantic networks of pork quality by means of concept mapping. *Food Quality and Preference*, 19(1), 86-96; IF 5.565; 4-yr IF 6.386.

1. BRUHN, M., AND C. GREBITUS (2007): Analyse des verbraucherorientierten Qualitätsurteils mittels assoziativer Verfahren am Beispiel von Schweinefleisch und Kartoffeln. *German Journal of Agricultural Economics,* 56(7), 305-314; IF 0.618; 5-yr IF 0.641.

B. Books and Chapters in Books

* Indicates student co-authors.

7. GREBITUS, C., MENAPACE, L., AND M. BRUHN (2009): What determines the use of brands and seals of approval as extrinsic quality cues in consumers' pork purchase decision? In: BERG, E., HARTMANN, M., HECKELEI, T., HOLM-MÜLLER, K., AND G. SCHIEFER: *Risiken in der Agrar- und Ernährungswirtschaft und ihre Bewältigung*. Schriften der Gewisola e.V., 44, 171-182.

6. *LANGEN, N., GREBITUS, C., AND M. HARTMANN (2009): Fair Trade and Donations: two possibilities to contribute to poverty alleviation in daily purchase decisions – Do consumers care? In: KLEIN, A., V. THORESEN (eds.): *Making a Difference: Putting Consumer Citizenship into Action*, 5, 60-73.

5. GREBITUS, C. (2008): *Food quality from the consumer's perspective: An empirical analysis of perceived pork quality*. Cuvillier Verlag, Göttingen, Germany.

4. BRUHN, M., AND C. GREBITUS (2007): Food quality from a consumer's perspective. In: THEUVSEN, L., SPILLER, A., PEUPERT, M., AND G. JAHN (eds.): *Quality management in food chains*. Wageningen Academic Publishers, Wageningen, The Netherlands, 243-254.

3. BRUHN, M., AND C. GREBITUS (2006): Wahrnehmung und Nutzung von Qualitätsindikatoren bei Schweinefleisch. In: *Schriftenreihe der Agrar- und Ernährungswissenschaftlichen Fakultät der Universität Kiel*, 108, 145-151.

2. GREBITUS, C., AND M. BRUHN (2005): Food quality from a consumer's point of view: Applying network analysis. In: BLOGOWSKI, A., LAGRANGE, L., AND E. VALCESCHINI (eds.): *In the name of quality -What kind of quality, for which kind of demand(s)?* Actes du Colloque SFER, 67-76.

1. BRUHN, M., GREBITUS, C., AND A. HUEMMELINK (2005): Die Bedeutung kognitiver Strukturen im Rahmen des Qualitätsurteils der Verbraucher – am Beispiel von Schweinefleisch. In: HAGEDORN, K., NAGEL, U.J., AND M. ODENING (eds.): *Umwelt- und Produktqualität im Agrarbereich*. Schriften der Gewisola e.V., 40, 91-100.

C. Outreach Publications

* Indicates student co-authors.

40. GREBITUS, C., AND E. STOLIAROVA (2026): Does Cosmetically Imperfect Produce Have a Chance in the Fresh Produce Market? *Market Corner - The Council of Food, Agricultural & Resource Economics*, December 2025. https://www.cfare.org/items/marketcornerdec25

39. GREBITUS, C., CORRIGAN, J., AND M.C. ROUSU (2025): Apples and Oranges? Comparing Human and AI Bids in Experimental Auctions for Food Products. *Market Corner - The Council of Food, Agricultural & Resource Economics*, December 2025. https://www.cfare.org/items/marketcornerdec25

38. HÜTTEL, S., ROMMEL, J., TEUBER, R., BANSE, M., AND C. GREBITUS (2025): *GJAE* is preparing for future developments in the scientific system: New policies regarding data and AI. *Editorial - German Journal of Agricultural Economics*, 74, 1-9. https://doi.org/10.52825/gjae.v74i.2824 IF 0.5; 5-yr IF 0.6.

37. GREBITUS, C., CAPUTO, V., JUST, D., LUSK, J., NAYGA, JR., R.M., AND M.C. ROUSU (2025): Advancing survey work and experimental economics in applied and agricultural economics through extended workshops: An example of an inter-institutional collaboration. *Social Science Research Network-SSRN:* https://ssrn.com/abstract=5252868

36. CORRIGAN, J.R., GREBITUS, C., AND M.C. ROUSU (2025): On the Usefulness of Using Current LLMs for Experimental Auction Valuation (April 14, 2025). *Social Science Research Network-SSRN*: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5217193

35. DELONG, K., MUHAMMAD, A., GREBITUS, C., AND S. GAO (2025): Global Appetite: International Demand for American Beef. *Tennessee Cattle Business*, 40(1), The official publication of the Tennessee Cattleman's Association, https://www.tncattle.org/digitaltcb.

34. GREBITUS, C., FULLER, K., PAYNE, H., SCHAFFNER, S., AND A. WARDEN (2024): Opportunities for Arizona's pecan growers. *Arizona Food Industry Journal,* Sep/Oct 2024, p.36-37, https://afmaaz.org/magazine/.

33. GREBITUS, C., AND K. FULLER (2023): Increasing demand and willingness-to-pay for Arizona-Grown pecans. *Technical Report*. https://fab-lab.wpcarey.asu.edu/research/increasing-demand-and-willingness-to-pay-for-arizona-grown-pecans

32. *PAUDEL, B., KOLADY, D., GREBITUS, C., AND M. ISHAQ* (2023): Are consumers willing to pay more for pork produced with reduced levels of antibiotics? *Arizona Food Industry Journal,* March/April 2023, p.12-13, https://afmaaz.org/magazine/.

31. MUHAMMAD, A., VALDES, C., DELONG, K., AND C. GREBITUS (2022): The Rise of Beef Demand in China: How Competitive is U.S. Beef when compared to Brazil and Other Major Exporters? *Arizona Food Industry Journal,* December 2022, p. 17, https://afmaaz.org/3d-flip-book/the-journal-december/

30. *GAO, S., DELONG, K., GREBITUS, C., AND A. MUHAMMAD (2022): How will the new Mexican beef grading system affect U.S. beef exports to Mexico? *Arizona Food Industry Journal,* September 2022, p. 14, https://afmaaz.org/magazine/.

29. GREBITUS, C., AND R.S. HUGHNER (2021): Consumer demand and preferences for Medjool dates grown in Arizona. *Arizona Food Industry Journal*, June 2021, p. 7, https://online.pubhtml5.com/pozn/vrsv/#p=6.

28. GREBITUS, C., K. FULLER*, R.S. HUGHNER, E.J. VAN LOO, AND A. RONDONI* (2021): Perception of Arizona-Grown Medjool dates. *Technical Report*.

27. DOLGOPOLOVA, I., *MOHR, B., GREBITUS, C., AND J. ROOSEN (2018): The role of emotions in fast food choices of young adults. *AgEcon Search,* https://ageconsearch.umn.edu/record/277397.

26. GREBITUS, C., KOLODINSKY, J., AND D. THILMANY MCFADDEN (2017): Theme Overview: Transformations in the food system, nutritional and economic impacts. *Choices*. Quarter 1.

25. *SYRENGELAS, K.G., LEWIS, K.E., GREBITUS, C., AND R.M. NAYGA (2017): Consumer preferences for natural beef. *AgEcon Search,* http://purl.umn.edu/251926.

24. GREBITUS, C., AND R.S. HUGHNER (2016): Target-Marketing for Arizona-Grown Medjool date consumer segments. *Technical Report*.

23. GREBITUS, C., *PESCHEL, A.O., AND R.S. HUGHNER (2016): Drivers of demand for specialty crops: The example of Arizona-Grown Medjool dates. *AgEcon Search,* http://purl.umn.edu/235545.

22. *FANG, D., RICHARDS, T.J., AND C. GREBITUS (2016): Modeling product choices in a peer network. *AgEcon Search,* http://purl.umn.edu/235546.

21. *PASIRAYI, S., AND C. GREBITUS (2016): The consumer paradox: Why bottom-tier consumers are loyal to brand names. *AgEcon Search,* http://purl.umn.edu/236070.

20. *PESCHEL, A.O., GREBITUS, C., COLSON, G., AND W. HU (2015): Meeting European consumers' demand for imported beef. *AgEcon Search,* http://purl.umn.edu/202728.

19. *XIE, Y., GREBITUS, C., AND G. DAVIS (2015): Can the new label make a difference? Comparing consumer attention for the current versus proposed Nutrition Facts Panel. *AgEcon Search,* http://purl.umn.edu/205683.

18. LIM, K.H., GREBITUS, C., HU, W., AND R. NAYGA (2015): More than meets the eye: Consumer willingness to pay for Marine Stewardship Council's certified seafood. *AgEcon Search,* http://purl.umn.edu/205634.

17. *PESCHEL, A., GREBITUS, C., STEINER, B., AND M. VEEMAN (2015): A behavioral approach to understanding green consumerism using latent class choice analysis. *AgEcon Search,* http://purl.umn.edu/202727.

16. LEWIS, K.E., GREBITUS, C., COLSON, G., AND W. HU (2015): Examining how German and British consumers' food safety concerns moderate their country of origin preferences for beef. *AgEcon Search,* http://purl.umn.edu/205301.

15. LIM, K.H., GREBITUS, C., HU, W., AND R. NAYGA (2015): Can the Ten Commandments mitigate hypothetical bias? *AgEcon Search,* http://purl.umn.edu/205648.

14. GREBITUS, C., AND C. SEITZ* (2014): Relationship between attention and choice. *AgEcon Search,* http://purl.umn.edu/182669

13. *LEWIS, K.E., GREBITUS, C., AND R. NAYGA (2014): Consumers' valuation of soft drinks labeled with calorie and sweetener information: The impact of taste. *AgEcon Search,* http://purl.umn.edu/18273.

12. MEAS, T., HU, W., GREBITUS, C., AND G. COLSON (2014): The effects of country of origin image and patriotism on British consumers' preference for domestic and imported beef. *AgEcon Search,* http://purl.umn.edu/170628.

11. GREBITUS, C., AND J. DUMORTIER (2013): How much of the error term is explained by psychometric variables? The example of organic produce demand. *AgEcon Search,* http://purl.umn.edu/150193.

10. *LEWIS, K.E., AND C. GREBITUS (2013): Consumers' preferences for country of origin labelling: A closer look at consumer ethnocentrism and patriotism. *AgEcon Search,* http://purl.umn.edu/150162.

9. GREBITUS, C. (2013): Paying a premium for shelf life. *Asia Pacific Food Industry*, April/May, p. 52-54. http://flipbook.digiflip.com/APFI2013/AprMay/flipviewerxpress.html.

8. COLSON, G., AND C. GREBITUS (2011): Parents' preferences for health labels on foods for children. *AgEcon Search,* http://purl.umn.edu/114284.

7. GREBITUS, C. (2011): Konsum- und Kaufverhalten bei Kartoffeln. Welchen Einfluss hat das Qualitätsurteil des Verbrauchers? *Kartoffelbau*, 62(3), 47-49.

6. GREBITUS, C., HARTMANN, M., AND N. REYNOLDS (2011): Effect of gender, nationality and attitudes on weight reduction strategies. *AgEcon Search,* http://purl.umn.edu/114598.

5. GREBITUS, C., COLSON, G., AND L. MENAPACE (2011): Analyzing pork purchases at the point of sale – The role of consumer involvement. *AgEcon Search,* http://purl.umn.edu/103401.

4. *MASCHKOWSKI, G., HARTMANN, M., AND C. GREBITUS, (2010): Analyzing parental influence on fruit and vegetable consumption. *AgEcon Search,* http://purl.umn.edu/116413.

3. GREBITUS, C., COLSON, G., MENAPACE, L., AND M. BRUHN (2010): Who cares about food origin? A comparison of hypothetical survey responses and actual shopping behavior. *AgEcon Search,* http://purl.umn.edu/61344.

2. GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2007): Milk-Marketing: Impact of perceived quality on consumption patterns. In: CANAVARI, M., REGAZZI, D., AND R. SPADONI (eds.): *International marketing and international trade of quality food products*. Proceedings CD-ROM of the 105th European Association of Agriculture Economists Seminar, Bologna. Avenue Media, Bologna, Italy, 215-232.

1. GREBITUS, C., AND M. BRUHN (2006): Consumers' demand for pork quality: Applying semantic network analysis. *CARD Working Paper 06-WP 423*, Iowa State University.

D. Invited Research Presentations

30. Challenges and future development of field experiments with farmers in Europe, **Panelist**. 7/24/2026, Annual Congress of the Research Network on Economic Experiments for the Common Agricultural Policy, Ljubljana, Slovenia.

29. Future of data collection in agricultural economics, **Keynote**. 6/17/2026, IAMO Forum 2026 "Cultivating Methodological Fields, Harvesting Real-World Solutions: Advanced Methods in Agricultural Economics", Halle (Saale), Germany.

28. Towards a new experimental frontier: Using LLMs for value elicitation in agricultural economics. 8/26/2025, EAAE Pre-Congress Workshop on The Future of Economic Experiments in Agricultural Economics, Bonn, Germany.

27. Open science and replications for better agricultural and food policy, panel discussion. 04/09/2025, ETH Zurich, Switzerland.

26. Strategies for reducing food waste along the value chain – The case of imperfect produce. 02/28/2025, University of Göttingen, Germany.

25. Stress, meditation, and snack choices: A randomized controlled trial. 02/16/2024, Texas A&M University.

24. Stress, meditation, and snack choices: A randomized controlled trial. 02/12/2024, Virginia Tech University.

23. Attention and choice: How complexity affects consumer decision making. 06/21/2023, Munich University, Germany.

22. Supportive environments in agricultural and applied economics. 4/18/2023, ASU.

21. Effect of complexity on attention, decision strategies and choice – An eye-tracking experiment. 9/24/2021, Mississippi State University.

20. More Products -- More to See? How complexity affects consumer decision making. 4/14/2021, ETH Zurich, Switzerland.

19. Consumer decision making: The effect of attribute cut-offs on attention. 4/5/2021, University of Auburn.

18. Using eye tracking to investigate the effect of decision strategies on choice-making. 09/07/2018, University of Alaska Anchorage.

17. Can community gardens improve dietary patterns? 06/13/2018, Munich University, Germany.

16. Urban heat islands & community gardens: The role of the consumer. 07/05/2017, Bonn University, Germany.

15. A conceptual model to measure participation in community gardens. 06/19/2017, Munich University, Germany.

14. Using eye tracking to inform on the effect of decision strategies on choice modeling. 03/16/2017, Michigan State University.

13. Relationship between consumer behavior and success of urban farming. 06/03/2016, Bonn University, Germany.

12. Linking consumer behavior to success of urban farming. 05/31/2016, Munich University, Germany.

11. Making sustainable (food) choices. 10/14/2013, St. Lawrence University.

10. The application of concept mapping for measuring consumer perception. 06/27/2013, Munich University, Germany.

9. Explaining procedural invariance and hypothetical bias by means of personality. 06/18/2013, Kiel University, Germany.

8. The power of human values in predicting choices: Carbon footprint labeling examples, **Keynote**. 05/24/2012, Consumer and Market Demand Network Workshop 2012, Edmonton, Canada.

7. Explaining bias in auctions and experiments by means of participants' personality. 03/12/2012, University of Illinois.

6. Explaining consumer preferences regarding eco labeling by means of environmental attitudes. 03/21/2012, Indiana University–Purdue University Indianapolis.

5. Explaining systematic errors in auctions and experiments. 03/05/2012, University of Kentucky.

4. The value of local food – A matter of personality. 08/15-08/16/2011, Consumer and Market Demand Network Workshop, Guelph, Canada.

3. Influence of personality and risk perception on behavior in experimental auctions and choice experiments. 03/25/2011, Oklahoma State University.

2. Consumer perception and willingness to pay for food safety: The case of modified atmosphere packaging. 02/16/2009, Munich University, Germany.

1. Concept mapping in consumer behavior research. 04/20/2006, Iowa State University.

E. Invited Stakeholder Presentations

22. Current trends in the U.S. dairy market, **Keynote**. 6/30/2026, General Assembly of the Hohenloher Dairy Cooperative, Wolpertshausen, Germany.

21. Consumer demand, packaging and purchasing insights for pecans. 7/25/2024, Webinar hosted jointly by the American Pecan Promotion Board, the American Pecan Council and the Arizona Pecan Growers Association.

20. Strategies for reducing food waste: The case of imperfect produce. 7/19/2024, Webinar hosted by The Council on Food, Agriculture and Resource Economics (C-FARE).

19. Imperfect produce: Is it a food loss strategy? **Panelist**. 10/20/2023, Food Safety Tech X-Change at The Global Produce and Floral Show, Anaheim, CA.

18. Increasing demand and willingness-to-pay for Arizona-grown pecans, **Keynote**. 8/25/2023, Annual Conference of the Arizona Pecan Growers Association, Tucson, AZ.

17. Introducing AAEA resources. 07/22/2023, Pre-Conference Workshop: Conferencing Like a Pro: Strategies for a Successful Conference Experience; AAEA, Washington, DC.

16. Overview on sustainable food consumption, **Keynote**. 5/5/2022, The Sustainability Consortium (TSC) Summit 2022: Generation Z and Green Consumption.

15. City Food Growing: Who grows produce at home and in community gardens? 11/10/2021, Emeritus College, Arizona State University.

14. How Millennials perceive urban agriculture, **Keynote**. 12/2/2019, Annual AZ Agribusiness Roundtable – Let's Talk Solutions, Tempe, AZ.

13. Insight on students' food choices in college lunchrooms. 10/11/2019, Smarter Lunchroom Symposium, Cornell University.

12. Consumer perceptions & labeling preferences. Results from a comprehensive study of packaged dates, **Keynote**. 4/24/2019, Produce for Better Health Conference, Scottsdale, AZ.

11. The view from the table: Consumer perspectives, **Panelist**. 02/27/2019, Bayer AgVocacy Forum, Orlando, FL.

10. Perception of Arizona-grown Medjool dates. 02/23/2019, Southwest Agricultural Summit, Yuma, AZ.

9. How to reach your target consumer using market research? 02/23/2019, Southwest Agricultural Summit, Yuma, AZ.

8. Identifying local food marketing strategies: How to reach your target consumer using market research? 05/09/2018, Arizona Food and Farm Forum, Gilbert, AZ.

7. Consumer demand, preferences and willingness to pay for Medjool dates. 02/23/2017, Southwest Agricultural Summit, Yuma, AZ.

6. Making sustainable (food) choices, **Keynote**. 10/20/2015, The Biscuit & Cracker Manufacturers' Association Annual Convention, Phoenix, AZ.

4./5. Solutions to increase consumer interest and valuation for sustainable products in markets. Barriers between consumers and sustainable products.

09/12/2013, Henkel Inc., Scottsdale, AZ.

07/02/2013, Henkel Inc., Dusseldorf, Germany.

3. Effect of consumers' quality perception on potato purchase behavior, **Keynote**. 02/08/2011, German Potato Association, Berlin, Germany.

2. Quality perception and demand trends, **Keynote**. 04/08/2005, Farm Foundation North-Western Germany, Bremen, Germany.

1. Understanding consumer behavior – Opportunities for local food marketing, **Keynote**. 10/27/2003, Department of Agriculture Schleswig-Holstein, Rendsburg, Germany.

F. Invited Presentations: Professional Development

11. Strategies for resilience in academia: Becoming an Academic Athlete. 4/27/2026, *Agroscope, Swiss Federal Centre of Excellence for Research in the Agriculture and Food Sector*, Switzerland.

10. Wellbeing 'hacks' at your desk. 05/20/2025, *Professional Development Conference*, ASU.

9. The effect of meditation on healthy food choice. 04/28/2025, *Research Impact Day*, ASU.

8. Just Breathe: Releasing stress and improving wellbeing with breathing, meditation, and chair yoga. 10/23/2024, *Professional Development Conference*, ASU.

7. Simple tools for releasing stress and improving well-being. 10/11/2023, *Professional Development Conference*, ASU.

6. Morning mindfulness with Dr. Carola Grebitus. 4/20/2023, *Tri-University Research Administrator Conference*.

5. Making a habit of self-care is just as important as caring for others. 2/13/2023, *Graduate Women's Leadership Association*, ASU**.**

4. Empowering Sun Devils: Fostering health and well-being. 12/2/2022, *W. P. Carey Town Hall*, ASU**.**

3. Preventing and alleviating stress in the workplace with breathing, meditation and gentle movement. 10/26/2022, *Professional Development Conference*, ASU.

2. Preventing and alleviating burnout with breathing, meditation and gentle movement. 06/21/2022, *Yavapai College's Staff Professional Development & Training Day*.

1. Reducing stress and improving mobility with Chair Yoga. 4/8/2022, *Arizona Women in Higher Education Annual Conference*.

G. Invited Lectures and Mentoring

14. Advances in discrete choice experiments. 06/26/2026, Applied Choice Analysis Course, Munich University, Germany.

13. Open Science: Pre-analysis plans, pre-registration and replication. 04/20/2026, Purdue University.

12. From classroom to conference: Cultivating the next generation of scholars. 3/25/2026, Teaching and Learning Workshop, Arizona State University.

11. Using AI in agricultural experimental economics. 11/14/2025, Sharing our Struggles and Successes -- AAEA Mentoring AI Webinar.

10. Experimental economics research. 06/27/2025, MODExl Higher Education Challenge, Mesa, AZ.

9. Scientific working und academic writing: Open Science. 03/13/2025, University of Göttingen, Germany.

8. Female Career Talk. 02/28/2025, University of Göttingen, Germany.

7. Fusing service, teaching and research: An ongoing scholarly journey. 3/29/2023, Teaching and Learning Workshop, Arizona State University.

6. Building interdisciplinary teams and brainstorming ideas. 6/7/2022, Building Interdisciplinary Collaborations to Transform Food and Agriculture into Circular Systems: A Mid-Career Mentoring Workshop, Kansas City, MO.

5. Introduction to ethics in applied economics. 3/25/2022, First Arizona Workshop on Ethics in Applied Economics, University of Arizona, Tucson, AZ.

4. Incorporating eye tracking in discrete choice experiments. 2/17/2022, The Ohio State University.

1.-3. Explaining bias in auctions and choice experiments with personality.

11/09/2021, Michigan State University.

04/13/2021, The Ohio State University.

10/15/2020, Michigan State University.

H. International Presentations

Only talks given by Grebitus are listed.

41. Stoliarova, E., and C. GREBITUS (2026): Introducing the Mixed Open-Ended Choice Experiment in the context of demand for imperfect produce. *Annual Congress of the Research Network on Economic Experiments for the Common Agricultural Policy,* 6/22-6/24, Ljubljana, Slovenia.

40. GREBITUS, C., DELONG, K., GAO, S., AND T. SCHMITZ (2025): A decade of estimating German and British consumer preferences for beef quality and safety attributes. *EAAE Congress*, 8/26-8/29, Bonn, Germany.

39. FINGER, R., AND C. GREBITUS (2025): Open Science and replications in agricultural economics. *EAAE Congress*, 8/26-8/29, Bonn, Germany.

38. GREBITUS, C., AND J. HOEHLER (2025): Introduction and moderation of the organized symposium titled "Scientific Publishing in Transition: Open Science in Agricultural Economics". *EAAE Congress*, 8/26-8/29, Bonn, Germany.

37. GREBITUS, C., AND W. HU (2021): Replication and open science: What do agricultural economists think about pre-analysis plans? *EAAE Webinar:* Replication and open science: Where does the agricultural economics profession stand? 09/27, Germany.

36. GREBITUS, C., AND W. HU (2021): Pre-registration plans as a remedy. *GEWISOLA Pre-*

Conference-Workshop: The debate on p-values and statistical inference – what are the consequences for our community? 09/22, virtual, Germany.

35. GREBITUS, C., AND W. HU (2021): Attitudes and practice of agricultural economists towards pre-analysis plans. *International Conference of Agricultural Economists*, 08/17-08/31, virtual, Global.

34. GREBITUS, C., AND J. ROOSEN (2021): It's complex -- How does offering more products affect consumer decision making? *Economic Science Association Global Online Around-the-Clock Conference*, 07/07-07/09, virtual, Global.

33. GREBITUS, C., ALEMU, M.H., AND E.J. VAN LOO (2021): The influence of violating attribute cut-offs on utility for Medjool dates from Arizona. *Economic Science Association Global Online Around-the-Clock Conference*, 07/07-07/09, virtual, Global.

32. GREBITUS, C., AND J. ROOSEN (2021): Analyzing the effect of complexity on consumer decision strategies. *International Association for Research in Economic Psychology (IAREP) & Society for the Advancement of Behavioral Economics (SABE) Joint Conference*, 06/10-06/13, virtual, Global.

31. GREBITUS, C., ALEMU, M.H., AND E.J. VAN LOO (2021): Modelling attribute cut-offs in discrete choice experiments using eye tracking. *International Association for Research in Economic Psychology (IAREP) & Society for the Advancement of Behavioral Economics (SABE) Joint Conference*, 06/10-06/13, virtual, Global.

30. GREBITUS, C., AND J. ROOSEN (2021): Now you see me – Now you don't: How complexity affects attention and non-attention in choice. *European Group of Process Tracing Studies Annual Meeting*, 05/18-05/19 & 06/01-06/02, virtual, Tilburg, The Netherlands.

29. GREBITUS, C. (2018): Discussion of "Curse or Blessing: The role of GI in stabilizing farm income and trade and easing consumer's choice". *International Conference of Agricultural Economists*, 07/29-08/02/2018, Vancouver, Canada.

28. ROOSEN, J., AND C. GREBITUS (2016): Investigating the influence of visual attention in predicting choice. *Society for the Advancement of Behavioral Economics & International Association for Research in Economic Psychology*, 07/08-07/10, Wageningen, The Netherlands.

27. GREBITUS, C., AND C. SEITZ (2014): Relationship between attention and choice. *European Association of Agricultural Economists Congress*, 08/26-08/29, Ljubljana, Slovenia.

26. WANG, D., SCHROETER, C., AND C. GREBITUS (2014): Calorie labeling in school lunchrooms and students' food choices: The role of social networks. *Agricultural & Applied Economics Association* / *European Association of Agricultural Economists* / *Canadian Agricultural Economics Society Symposium*, 05/28-05/30, Montreal, Canada.

25. GREBITUS, C., ROOSEN, J., AND C. SEITZ (2014): Does use of social media affect food choice in the light of food safety issues? Poster, *Agricultural & Applied Economics Association* / *European Association of Agricultural Economists* / *Canadian Agricultural Economics Society* Symposium, 05/28-05/30, Montreal, Canada.

24. CASH, S., DRESCHER, L., GREBITUS, C., HARTMANN, M., AND J. ROOSEN (2013): Nutritional information as a policy intervention. 04/30-05/04, *Canadian Obesity Summit*, Vancouver, Canada.

23. GREBITUS, C. (2012): Food choice and inner psychological processes. *International Conference of Agricultural Economists*, 08/18-08/24, Foz do Iguacu, Brazil.

22. GREBITUS, C., STEINER, B., AND M. VEEMAN (2012): Different levels of general and institutional trust and the desire for carbon labelling. *International Conference of Agricultural Economists*, 08/18-08/24, Foz do Iguacu, Brazil.

21. GREBITUS, C., STEINER, B., AND M. VEEMAN (2012): Consumer attitudes towards eco labeling – the case of meat products. *International Congress of Meat Science and Technology (iCoMST)*, 08/12-08/17, Montreal, Canada.

20. GREBITUS, C., STEINER, B., AND M. VEEMAN (2011): Do Canadian consumers with different types of general and institutional trust have different desires for environmental labeling? *European Association of Agricultural Economists Congress*, 08/30-09/02, Zurich, Switzerland.

19. GREBITUS, C., REYNOLDS, N., AND M. HARTMANN (2011): Effect of gender, nationality and attitudes on weight reduction strategies. Poster, *European Association of Agricultural Economists Congress*, 08/30-09/02, Zurich, Switzerland.

18. GREBITUS, C., MASCHKOWSKI, G., AND M. HARTMAN (2011): Fruit and vegetable consumption of children: Testing measurement options. *International Health Economics Association Meetings*, 07/10-07/13, Toronto, Canada.

17. GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2010): US and German consumer preferences for ground beef packaged under a modified atmosphere. *First Joint European Association of Agricultural Economists / Agricultural & Applied Economics Association Symposium*, 09/15-09/17, Freising, Germany.

16. GREBITUS, C., JENSEN, H.H., SEBRANEK, J.G., ROOSEN, J., AND S. ANDERS (2009): Consumer preferences for ground beef packaged under a modified atmosphere. Poster, *International Conference of Agricultural Economists*, 08/16-08/22, Beijing, China.

15. GREBITUS, C., ANDERS, S., JENSEN, H.H., ROOSEN, J., AND J.G. SEBRANEK (2009): Experimental determination of Canadian consumers' willingness-to-pay for meat packaging. *International Choice Modelling Conference,* 03/30-04/01, Harrogate, UK.

14. YUE, C., GREBITUS, C., BRUHN, M., AND H.H. JENSEN (2008): Vermarktung von Kartoffeln: Einflussfaktoren auf das Konsumverhalten bezüglich Kartoffeln aus konventionellem und ökologischen Anbau. Poster, *German Agricultural Economics Association (GEWISOLA) conference*, 09/24-09/26, Bonn, Germany.

13. YUE, C., GREBITUS, C., BRUHN, M., AND H.H. JENSEN (2008): Potato Marketing – Factors affecting organic and conventional potato consumption patterns. *European Association of Agricultural Economists Congress*, 08/26-08/29, Ghent, Belgium.

12. GREBITUS, C., MENAPACE, L., AND M. BRUHN (2008): What determines the use of brands and seals of approval as extrinsic quality cues in consumers' pork purchase decision? *GEWISOLA conference*, 09/24-09/26, Bonn, Germany.

11. GREBITUS, C., JENSEN, H.H., SEBRANEK, J.G., ANDERS, S., AND J. ROOSEN (2008): Applying non-hypothetical choice experiments to uncover consumers' purchase decisions for ground beef with different packaging technologies. *Workshop on Valuation Methods in Agro-food and Environmental Economics*, 07/03-07/04, Barcelona, Spain.

10. GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2007): Milk-Marketing: Impact of perceived quality on consumption patterns – An ordered logit model. 105th *European Association of Agricultural Economists* Seminar, 03/07-03/10, Bologna, Italy.

9. GREBITUS, C., AND M. BRUHN (2006): What comes into your mind if you think of food quality?

Concept mapping in consumer behavior research. *International Sunbelt Social Network Conference*, 04/24-04/30, Vancouver, Canada.

8. GREBITUS, C., AND M. BRUHN (2005): Food quality from a consumer's point of view: Applying network analysis. International conference of the *Société Française d'Economie Rurale*, 10/05-10/06, Clermont-Ferrand, France.

7. GREBITUS, C., AND M. BRUHN (2005): Consumer's decision-making concerning food quality. *European PhD-Day of the European Association of Agricultural Economists*, 09/21-09/23, Wageningen, The Netherlands.

6. BRUHN, M. AND C. GREBITUS (2005): Food quality from a consumer's perspective. *European Association of Agricultural Economists Seminar*, 03/02/-03/04, Göttingen, Germany.

5. BRUHN, M., AND C. GREBITUS (2005): Untersuchung von Kaufentscheidungen mittels Netzwerkanalyse. *Hochschultagung CAU Kiel*, 02/11, Kiel, Germany.

4. GREBITUS, C. (2004): Anwendung der Netzwerkanalyse zur Untersuchung von Kaufentscheidungen. *"net's work" Congress*, 11/12-11/13, Bad Salzuflen, Germany.

3. BRUHN, M., GREBITUS, C., AND A. HUEMMELINK (2004): Die Bedeutung kognitiver Strukturen im Rahmen des Qualitätsurteils der Verbraucher – am Beispiel von Schweinefleisch. *GEWISOLA Conference*, 09/27-09/29, Berlin, Germany.

2. GREBITUS, C. (2004): Analyse kognitiver Strukturen mittels Concept Mapping bezüglich des Qualitätsurteils der Verbraucher am Beispiel von Schweinefleisch. *Quality & Safety-Workshop*, 06/23, Kiel, Germany.

1. GREBITUS, C., BRUHN, M., HUEMMELINK, A., AND J. WARNCKE (2004): Perceived food quality in Germany. Empirical results 1994-2004. Poster, *Food 21 Symposium – Towards Sustainable Production and Consumption*, 04/26-04/28, Uppsala, Sweden.

I. National Presentations

Only talks given by Grebitus are listed.

57. Stoliarova, E., and C. GREBITUS (2026): Introducing the Mixed Open-Ended Choice Experiment in the context of demand for imperfect produce. *Economics Science Association World Meetings,* 7/14-7/17, Los Angeles, CA.

56. GREBITUS, C. (2025): Effect of meditation on online college students' stress levels. *Organized Symposium -- Agricultural & Applied Economics Association Conference*, 07/27-07/29, Denver, CO.

55. SCHMIDT, C., AND C. GREBITUS (2025): Supporting US agritourism: Insights from a nationwide consumer survey. *Agricultural & Applied Economics Association Conference*, 07/27-07/29, Denver, CO.

54. GREBITUS, C. (2025): Are decision heuristics biasing Discrete Choice Experiment data? *Agricultural & Applied Economics Association Conference*, 07/27-07/29, Denver, CO.

53. GREBITUS, C. (2025): Hacking human behavior: Cortisol, eye-tracking & AI in experimental research. *Frontiers in Behavioral and Experimental Methods -- Consumer Food and Agribusiness Research Lab Lecture Series*, 03/18, Mesa, AZ.

52. GREBITUS, C. (2024): Effect of meditation on healthy food consumption. 07/31, *USDA-NIFA AFRI Project Directors Meeting*, New Orleans, LA.

51. GREBITUS, C. (2024): Lessons learned: Applying for AFRI Grants. *Organized Symposium -- Agricultural & Applied Economics Association Conference*, 07/28-07/30, New Orleans, LA.

50. GREBITUS, C. (2024): Drivers of choice: Linking attention, perception and preferences. *Agricultural & Applied Economics Association Conference*, 07/28-07/30, New Orleans, LA.

49. GREBITUS, C. (2024): Breathing and meditation techniques to improve mental wellbeing. *Agricultural & Applied Economics Association Conference*, 07/28-07/30, New Orleans, LA.

48. GREBITUS, C., STOLIAROVA, E., AKTER, H., AND A. ENRIQUEZ (2024): Imperfect produce: barriers and opportunities in the food supply chain. *Agricultural & Applied Economics Association Conference*, 07/28-07/30, New Orleans, LA.

47. GREBITUS, C. (2024): Global insights into consumer willingness to pay for US beef: Case studies from Japan, the UK and Germany. *Webinar: Assessing the Competitiveness of U.S. Beef in Major Global Markets,* 06/17, Mesa, AZ.

46. GREBITUS, C. (2024): Strengthening U.S. Beef Export Markets: An analysis of consumer willingness to pay and import demand. *Webinar: Assessing the Competitiveness of U.S. Beef in Major Global Markets,* 06/17, Mesa, AZ.

45. GREBITUS, C., MARTENS, D., DRESCHER, L., CETIK, N. AND R.S. HUGHNER (2023): The effect of cortisol on healthy food choice: An experimental study. *Agricultural & Applied Economics Association Conference*, 07/23-07/25, Washington, DC.

44. GREBITUS, C. (2023): Strengthening U.S. beef export markets: An analysis of consumer willingness to pay and import demand. 07/22, *USDA-NIFA AFRI Project Directors Meeting*, Washington, DC.

43. GREBITUS, C., AND J. ROOSEN (2022): Differences in eye tracking measures when identifying heuristics in decision making. *SABE 2022, Society for the Advancement of Behavioral Economics*, 08/08-08/11, Lake Tahoe, CA.

42. GREBITUS, C. (2022): Digital technology innovation in food and agriculture – Food traceability and beyond. Organized Symposium, panelist. *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Anaheim, CA.

41. GREBITUS, C., YONEZAWA, K., DELONG, K.L., AND S. GAO (2022): Consumer preferences for country-of-origin labeling on beef: Insights from Japan. *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Anaheim, CA.

40. GREBITUS, C., AND J. ROOSEN (2022): How well do different eye tracking measures perform in identifying heuristics in information uptake and decision making? *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Anaheim, CA.

39. Grebitus, C., and R. Hughner (2021): Perception of Arizona-grown Medjool dates. Webinar, *Morrison School of Agribusiness Seminar Series*, 10/15, Mesa, AZ.

38. GREBITUS, C., ALEMU, M., AND E. VAN LOO (2021): Investigating the use of heuristics during decision-making applying Latent Class Analysis to eye-tracking data. *Agricultural & Applied Economics Association Conference*, 08/01-08/03, Austin, TX.

37. GREBITUS, C. (2021): Introducing Dr. Helen H. Jensen's contributions on food safety and nutrition research. *Agricultural & Applied Economics Association Conference*, 08/01-

08/03, Austin, TX.

36. GREBITUS, C. (2021): Sustainable food systems in urban landscapes. *NSF-sponsored Convergence Accelerator Workshop*, 05/19, Virtually.

35. GREBITUS, C. (2021): Discussion of the chapter "The economics of health and nutrition related food policies: The effects on public health and malnutrition". *What Matters In Agricultural Economics? Setting The Agenda for the Handbook of Agricultural Economics*, Vol. 6. Part 2, 3/4, Cornell University.

34. GREBITUS, C., AND E. VAN LOO (2020): Effect of the dual system on individual willingness to pay:
The example of Arizona-grown Medjool dates. *Agricultural & Applied Economics Association Conference*, 08/31, Virtually.

33. GREBITUS, C. (2019): Using the motivation-ability-opportunity model to explain community gardening participation and related food security. *Agricultural & Applied Economics Association Conference*, 07/21-07/23, Atlanta, GA.

32. GREBITUS, C., AND E. VAN LOO (2019): The effect of attribute cut-off values on decision making: An eye-tracking experiment. *Agricultural & Applied Economics Association Conference*, 07/21-07/23, Atlanta, GA.

31. GREBITUS, C. (2018): Determinants of community garden participation. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.

30. DRESCHER, L., AND C. GREBITUS (2018): Using a 16-Item food intake questionnaire to evaluate dietary quality in major U.S. cities. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.

29. PRINTEZIS, I., AND C. GREBITUS (2018): Measuring willingness to pay for local food sold at different points of sale--Differences between Gen Y and the general population. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.

28. CHOI, M., GREBITUS, C., RABINOVICH, E., AND T. RICHARDS (2018): Scan-based trading: An opportunity for the food industry? Evidence from a negotiation experiment. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.

27. GREBITUS, C. AND A. MAHALOV (2017): Fusing physics based predictive agroecosystems modeling and socio-economic insights for successful agri-urban development. *Agroclimatology Project Directors Meeting*, 10/20-10/23, Tampa, FL.

26. GREBITUS, C., AND J. ROOSEN (2017): Investigating decision strategies using new technologies: Identifying "elimination by aspect" via eye tracking. *Agricultural & Applied Economics Association Conference*, 07/30-08/01, Chicago, IL.

25. GREBITUS, C., AND R.S. HUGHNER (2017): Consumer preferences for foods labeled as GM-free and pesticide-free. *Agricultural & Applied Economics Association Conference*, 07/30-08/01, Chicago, IL.

24. GREBITUS, C., AND G. DAVIS (2017): Does the new Nutrition Facts Panel help compensate for low numeracy skills? An eye-tracking analysis. *Agricultural & Applied Economics Association Conference*, 07/30-08/01, Chicago, IL.

23. MAHALOV, A., AND C. GREBITUS (2016): Physics based predictive modeling for agricultural applications and examination of socio-economic success factors associated with agri-

urban development. *Agroclimatology Project Directors Meeting*, 12/16-12/18, San Francisco, CA.

22. ROOSEN, J., AND C. GREBITUS (2016): Influence of attribute non-attendance on predicting choices. *North American Economic Science Association Meetings*, 11/10-11/12, Tucson, AZ.

21. GREBITUS, C., PRINTEZIS, I., AND A. PRINTEZIS (2016): Consumer perception of urban agriculture. *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Boston, MA.

20. LEWIS, K.E., GREBITUS, C., AND R. NAYGA (2016): How important are brands in the food market space? Disentangling the effects of attention on consumer valuation of branded versus unbranded products using eye tracking. *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Boston, MA.

19. GREBITUS, C. (2016): I want to incorporate eye tracking in my experiment! Now what? *Agricultural & Applied Economics Association Conference*, 07/30, Boston, MA.

18. GREBITUS, C., AND J. ROOSEN (2015): Investigating the relationship between complexity and decision making—The role of attribute non-attendance. *North American Economic Science Association Conference*, 10/22-10/24, Dallas, TX.

17. GREBITUS, C., AND J. ROOSEN (2015): Analyzing decision making: The role of task complexity. *Agricultural & Applied Economics Association Conference*, 07/26-07/29, San Francisco, CA.

16. WANG, D., GREBITUS, C., AND C. SCHROETER (2015): Analyzing social network effects on students' food choices in school lunchrooms. *Agricultural & Applied Economics Association Conference*, 07/26-07/29, San Francisco, CA.

15. GREBITUS, C., COLSON, G., AND W. HU (2014): European consumer preferences for domestic and imported beef with international quality certifications and growth hormone claims. *Agricultural & Applied Economics Association Conference*, 07/27-07/29, Minneapolis, MN.

14. GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2014): Does the packaging make the product? Identifying consumers' preference for "natural" in packaging. *Symposium in Honor of Wallace Huffman*, 08/01, Ames, IA.

13. COLSON, G., AND C. GREBITUS (2013): A review of the arguments for deception in economic experiments. *Agricultural & Applied Economics Association Conference*, 08/04-08/06, Washington, DC.

12. GREBITUS, C., STEINER, B., AND M. VEEMAN (2012): Personal values and decision making: Evidence from environmental footprint labeling. *Agricultural & Applied Economics Association Conference*, 08/12-08/14, Seattle, WA.

11. COLSON, G., AND C. GREBITUS (2012): Helping parents with obese children make healthier food choices. Poster, *Joint Agricultural & Applied Economics Association / European Association of Agriculture Economists Symposium*, 05/30-05/31, Boston, MA.

10. GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2011): Trust towards food packaging: Natural versus chemical reactions. *Annual Meetings of the Agricultural & Applied Economics Association*, 07/25-07/27, Pittsburgh, PA.

9. GREBITUS, C., LUSK, J., AND R. NAYGA (2011): Choosing local food – How important is the

environmental aspect? Influences of involvement and eco consciousness. *Agricultural & Applied Economics Association Conference*, 07/25-07/27, Pittsburgh, PA.

8. GREBITUS, C., COLSON, G., AND L. MENAPACE (2011): Analyzing pork purchases at the point of sale – the role of consumer involvement. *Agricultural & Applied Economics Association Conference*, 07/25-07/27, Pittsburgh, PA.

7. GREBITUS, C., STEINER, B., AND M. VEEMAN (2011): Consumer attitudes towards environmental footprints – Evidence from Canada. *Agricultural & Applied Economics Association Conference*, 07/25-07/27, Pittsburgh, PA.

6. GREBITUS, C., COLSON, G., MENAPACE, L., AND M. BRUHN (2010): Who cares about food origin? A comparison of hypothetical survey responses and actual shopping behavior. *Agricultural & Applied Economics Association Conference*, 07/25-07/27, Denver, CO.

5. GREBITUS, C., MASCHKOWSKI, G., AND J. SIMONS (2010): Determinants of parents' purchase patterns of foods for children – Evidence from Germany. *Agricultural & Applied Economics Association Conference*, 07/25-07/27, Denver, CO.

4. GREBITUS, C., JENSEN, H.H., ROOSEN, J., ANDERS, S., AND J.G. SEBRANEK (2009): Consumer perception of modified atmosphere packaging in North America: Canada vs. U.S. *Agricultural & Applied Economics Association Conference*, 07/26-07/28/2009, Milwaukee, WI.

3. BRUHN, M., AND C. GREBITUS (2009): Lifestyle-oriented health promotion: How to create target oriented communication strategies for a healthy diet? Poster, *Agricultural & Applied Economics Association Conference*, 07/26-07/28, Milwaukee, WI.

2. GREBITUS, C., JENSEN, H.H., SEBRANEK, J.G., ANDERS, S., AND J. ROOSEN (2008): Experimental determination of consumers' willingness-to-pay for modified atmosphere packaging of ground beef. Poster, *Agricultural & Applied Economics Association Conference*, 07/26-07/29, Orlando, FL.

1. GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2007): What affects consumption patterns of organic and conventional products? Poster, *Agricultural & Applied Economics Association Conference*, 07/28-08/01, Portland, OR.

J. Research Grants

Total volume of funding: $5,950,076. *Of this, the awarded recognition (own share) for Grebitus is $2,468,169. In the following, the funded research grants are separated into three sections. Two of which belong to funding received while being at ASU and one belongs to funding received prior to being employed at ASU.*
(1) Funding routed through ASU Office of Research & Sponsored Projects Administration. Total $4,642,588, own share $2,059,094:

U.S. Department of Agriculture-National Institute of Food and Agriculture: Effect of Meditation on Healthy Food Consumption. Principal Investigator (PI) with R.S. Hughner (Co-PI) and V. Murugan (Co-PI) Arizona State University; 2023-2027, $650,000, Share Grebitus 70%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Opportunities for Imperfect Food: Analyzing Preferences along the Agri-Food Value Chain. Co-PI with M. Vecchi (PI), Y. Liu (Co-PI) Penn State University, and A. Enriquez (Co-

PI) University of Alaska-Anchorage; 2023-2027, $647,421, Share Grebitus 34%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Workshop on Survey Design and Experimental Methods in Applied and Agricultural Economics. PI; 2023-2024, $50,000, Share Grebitus 100%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Increasing Demand and Willingness-to-Pay for Arizona-Grown Pecans. PI with Co-PI K. Fuller (Ph.D. cand.), Arizona State University; 2021-2023, $101,126, Share Grebitus 100%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Strengthening U.S. Beef Export Markets: Analysis of Consumer Willingness to Pay and Import Demand. PI with Co-PIs K.E. DeLong and A. Muhammad, University of Tennessee; 2020-2024, $477,131, Share Grebitus 99%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Perception of Arizona-Grown Medjool Dates. PI with Co-PIs R.S. Hughner and E.J. Van Loo (post-doc), Arizona State University; 2018-2021, $79,165, Share Grebitus 80%.

U.S. Department of Agriculture-National Institute of Food and Agriculture-EASM-3: Collaborative Research: Physics-Based Predictive Modeling for Integrated Agricultural and Urban Applications. Co-PI with A. Mahalov (PI), B. Turner, M. Moustaoui, M. Georgescu, Arizona State University; 2015-2020, $751,860, ARZW-2014-09752, Share Grebitus 18%.

National Science Foundation MPS-DMS-EASM-3: Collaborative Research: Physics-Based Predictive Modeling for Integrated Agricultural and Urban Applications, as Co-PI with A. Mahalov (PI), B. Turner, M. Moustaoui, M. Georgescu, Arizona State University; 2014-2020, $1,161,522, Award Number: 1419593, Share Grebitus 18%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Scan-Based Trading: Opportunities for Enhancing Supply-Chain Efficiency. Co-PI with E. Rabinovich (PI), T.J. Richards (Co-PI), Arizona State University; 2016-2019, $496,407, Share Grebitus 33%.

Genome Canada, University of Alberta: Application of Genomics to Improve Disease Resilience and Sustainability in Pork Production. PI, 2016-2019, $49,240, Share Grebitus 100%.

Genome Canada, University of Alberta: Increasing Feed Efficiency and Reducing Methane Emissions through Genomics: A New Promising Goal for the Canadian Dairy Industry. PI, 2016-2019, $30,000, Share Grebitus 100%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Target-Marketing for Medjool Date Consumer Segments. PI with Co-PI R.S. Hughner, Arizona State University; 2016-2018, $40,664, Share Grebitus 100%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Driving Demand for Arizona-Grown Medjool Dates. PI with Co-PI R.S. Hughner, Arizona State University; 2015-2017, $78,052, Share Grebitus 50%.

Economic Research Service, USDA – Food Economics Division: Cooperative Research Agreement: Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues. Support of Agricultural & Applied Economics Association

2015 Post-Conference Workshop; 2015, $5,000, Share Grebitus 100%.

Henkel Consumer Goods Inc.: Solutions to Increase the Consumer Interest and Valuation for Sustainable Products in Markets. PI, Project No. 13054246; 2012 – 2013, $25,000, Share Grebitus 100%.

(2) Funding not routed through ASU Office of Research & Sponsored Projects Administration: total $1,054,886, own share $207,687. Note foreign currency converted to US$ on 4/2/2023:

USDA National Institute for Food and Agriculture (NIFA): PARTNERSHIP: Automation of the U.S. Dairy Farms: Financial Performance, Labor Substitution, and Animal Well-being. Consultant with PI L. Pena-Levano, UC Davis et al.; 2026-2029, $800,000, Share Grebitus 5%.

SEED Grant Institute for Social Science Research (ISSR), Arizona State University: A Prospect Theory Approach on Managing Stress to Improve Decision Making. PI with Co-PIs N. Cetik, ASU; 2026, $8,000, Share Grebitus 100%.

Agricultural & Applied Economics Association Trust: Support of the Workshop on Survey Design & Experimental Methods in Applied and Agricultural Economics; 2024-2026, $10,000 annually.

Agricultural & Applied Economics Association Trust: Support of the Workshop on Survey Design & Experimental Methods in Applied and Agricultural Economics; 2023, $10,000, Share Grebitus 100%.

FundedResearch@WPCarey Seed Grant: Effect of Mindfulness on Healthy Food Consumption. PI with Co-PI R.S. Hughner, Arizona State University; 2022-2023, $10,000, Share Grebitus 50%.

SEED Grant ISSR: Willingness to pay for fresh and processed ugly food products. PI with Co-PIs A. Enriquez, University of Alaska and M. Vecchi, Penn State University; 2022, $8,000, Share Grebitus 100%.

W. P. Carey Research on Teaching and Learning Grant. W. P. Carey School of Business, Arizona State University: Effect of Meditation on Online Business Students' Stress Levels and Satisfaction. PI; 2022, $10,000, Share Grebitus 100%.

Dean's Excellence in Research Summer Grant. W. P. Carey School of Business, Arizona State University: Effect of Complexity on Attention, Decision Strategies and Choice – An Eye-Tracking Experiment. PI; 2021, $20,000, Share Grebitus 100%.

W. P. Carey Teaching and Learning Innovation Mini-Grant. W. P. Carey School of Business, Arizona State University: W. P. Carey Resilient Return to the Office: Wellbeing Lunch and Learn Series. PI; 2021, $1,000, Share Grebitus 100%.

Agricultural & Applied Economics Association Trust: Support of the "Winter School on Survey Design & Experimental Methods in Applied and Agricultural Economics;" 2020, $5,600, Share Grebitus 100%.

W. P. Carey Research on Teaching and Learning Grant. W. P. Carey School of Business, Arizona State University: Students' Attitudes towards Cooperative and Research-Based Learning in Online Classes. PI; 2020, $10,000, Share Grebitus 100%.

Dean's Excellence in Research Summer Grant. W. P. Carey School of Business, Arizona State University: Attention and Choice: The Role of Heuristics on Decision Making in Discrete Choice Experiments. PI; 2020, $20,000, Share Grebitus 100%.

Swette Center Seed Grants: Pilot study: Urban Agriculture as an Integrated Socio-Environmental System. PI with Co-PIs L. Chenarides, A. Mahalov, R. Muenich, A. Zanin, Arizona State University; 2019-2020, $5,000, Share Grebitus 20%.

SEED Grant ISSR: Meeting Consumers' Demand for U.S. Beef: Analysis of U.S. Beef from European Consumers' Perspective – the role of country-of-origin labelling. PI with Co-PI T. Schmitz, Arizona State University; 2018, $8,000, Share Grebitus 50%.

U.S. Department of Agriculture-Center for Behavioral and Experimental AgriEnvironmental Policy Research: Support of the Agricultural & Applied Economics Association 2015 Post-Conference Workshop "Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues;" 2015, $2,500, Share Grebitus 100%.

Agricultural & Applied Economics Association Trust: Support of the Agricultural & Applied Economics Association 2015 Post-Conference Workshop "Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues;" 2015, $5,000, Share Grebitus 100%.

Cornell Center for Behavioral Economics in Child Nutrition Programs: Support of the Agricultural & Applied Economics Association 2015 Post-Conference Workshop "Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues;" 2015, $2,000, Share Grebitus 100%.

College of Technology and Innovation Scholarship Support & Enhancement Grant Program: Self-Regulated Learning for Sustainable Product Evaluation. Co-PI with R. Roscoe (PI), Arizona State University; 2013 – 2014, $14,000, Share Grebitus 50%.

Consumer and Market Demand (CMD) Network: Meeting European Consumers' Demand for Canadian Beef: Analysis of Canadian Beef from a European Perspective – The Role of Country-of-Origin Labelling. PI, with G. Colson, University of Georgia, and Co-PI W. Hu, University of Kentucky. Sub-grant Number: CMD-560; 2012 – 2013, C$66,000, Share Grebitus 34%.

College of Technology and Innovation Scholarship Support & Enhancement Grant Program: Understanding Consumer Behavior in the Clean Energy Industry in Arizona. Co-PI with Y. Qui, Arizona State University; 2012 – 2013, $10,000, Share Grebitus 50%.

College of Technology and Innovation Scholarship Support & Enhancement Grant Program: Choose Healthy Arizona – Analyzing Drivers of Consumers' Food Choices. PI; 2012 – 2013, $10,000, Share Grebitus 100%.

Dean's Excellence in Research Summer Grant. W. P. Carey School of Business, Arizona State University: Analyzing the Effect of Complexity on Consumer Decision Strategies. PI; 2014, $25,000, Share Grebitus 100%.

(3) Funding awarded before employment at ASU: total $252,602, own share $202,108. Note foreign currency converted to US$ on 4/2/2023:

German Research Foundation: Network on the Economics of Food Choice and Health. PI, Project No. 50170047; 2010 – 2015, €114,450, Share Grebitus 100%.

CMD Network: Consumers' Food Choice regarding environmentally Sustainable Attributes: Comparing Canadian and German Perception, Attitudes, Values, Preferences and Willingness-to-pay for Carbon and Water Footprints. PI, with Co-PIs B. Steiner, University of Southern Denmark, M. Veeman, University of Alberta, Canada. Sub-grant Number: CMD-548; 2010 – 2012, CAD $60,000, Share Grebitus 100%.

German Academic Exchange Service: Travel grant to attend the annual meeting of the Agricultural & Applied Economics Association in Denver, CO; 2010, €1,790, Share Grebitus 100%.

German Academic Exchange Service: Travel grant to attend the meeting of the International Association of Agricultural Economists (IAAE) in Beijing, China; 2009, €1,982, Share Grebitus 100%.

Bonn University, Germany: Travel grant to attend the annual meeting of the Agricultural & Applied Economics Association in Milwaukee, WI; 2009, €2,000, Share Grebitus 100%.

Oklahoma State University and University of Arkansas: Consumers' Willingness-to-pay for Local Foods and Food Miles. Project No. 60569; 2009, €7,912, Share Grebitus 100%.

Alberta Livestock Industry Development Fund: Modified Atmosphere Packaging – Consumer Perceptions and Willingness-to-pay – Opportunities for Canada's Meat Industry. Project No. 2009L001R, Grebitus wrote the grant proposal based on her research on the topic at Iowa State University and carried out the research, S. Anders served as PI, University of Alberta, Canada; 2008 – 2009, C$52,900, Share Grebitus 10%.

Beef Information Center, Calgary, Canada: Modified Atmosphere Packaging – Consumer Perceptions and Willingness-to-pay – Opportunities for Canada's Meat Industry. Partners Program # 0708-64-7200-14, Grebitus wrote the grant proposal based on her research on the topic at Iowa State University and carried out the research, S. Anders served as PI, University of Alberta, Canada; 2008 – 2009, C$23,000, Share Grebitus 10%.

German Research Foundation: Travel grant to attend the annual meeting of the Agricultural & Applied Economics Association in Portland, OR, Project # 541304; 2007, €1,597, Share Grebitus 100%.

German Academic Exchange Service: Grant to be a visiting scholar at Iowa State University; 2006, €4,500, Share Grebitus 100%.

H.W. Schaumann Foundation: Travel grant to attend the International Sunbelt Social Network Conference Vancouver, Canada; 2006, €1,142, Share Grebitus 100%.

H.W. Schaumann Foundation: Travel grant to attend the conference of the Société Française d'Economie Rurale Clermont-Ferrand, France; 2005, €590, Share Grebitus 100%.

Association of Farm Products in Lower-Saxony e.V., Hannover, Germany: Compilation of Lexicons on Risk Factors and Risk Prevention in the Crop Supply Chain and the Red Meat Supply Chain. PI; 2004 – 2005, €4,000, Share Grebitus 100%.

K. Select Media Communications

24. KIERNAN, J. (2025): Easter Facts & Stats – Church, Candy & Cash (2025). Published: 4/15/2025, Wallethub. https://wallethub.com/blog/easter-facts/19776#expert=Carola_Grebitus

23. W. P. CAREY NEWS (2023): Department of Agriculture awards ASU over $3 million in grants for agribusiness research. Published 8/17/2023, https://news.wpcarey.asu.edu/20230817-department-agriculture-awards-asu-over-3-million-grants-agribusiness-research

22. PAPPAS, J. (2023): Expert Opinions: Best credit card for groceries. Published: 8/9/2023, Wallethub. https://wallethub.com/best-credit-card-for-groceries#expert=Carola_Grebitus

21. PAPPAS, J. (2023): Expert Opinions: Best credit cards for restaurants. Published: 3/17/2023, Wallethub. https://wallethub.com/best-credit-card-for-restaurants#expert=Carola_Grebitus

20. LIERLE, E. (2022): It's a Date! The story behind this sweet, healthy treat from the American Southwest. Published: Spring 2022, Vol 32(1), North Dakota State Horticulture Society Newsletter.

19. BEACH, E. (2021): Summer refreshers series shares tools for faculty returning to campus. Published: 07/15/2021, W. P. Carey News. https://news.wpcarey.asu.edu/20210715-summer-refreshers-series-shares-tools-faculty-returning-campus

18. MAIVE, S. (2021): Best BBQ cities in America. Published: 6/30/2021, LawnStarter. https://www.lawnstarter.com/blog/studies/best-bbq-cities/#expert=dr-carola-grebitus

17. PAPPAS, J. (2021): Pros and cons of a wholesale club credit card such as the Costco Anywhere Visa® Card by Citi. Published: 2/15/2021, Wallethub. https://wallethub.com/d/costco-credit-card-72c/#expert=carola-grebitus

16. PAPPAS, J. (2020): Ask The Experts: Best credit cards for food delivery. Published: 8/24/2020, Wallethub. https://wallethub.com/best-credit-cards-for-food-delivery#experts=Carola_Grebitus

15. FALLER, M.B. (2019): ASU study finds that new nutrition labels are easier to understand. ASU News, Discoveries. Published 6/25/2019, https://news.asu.edu/20190625-discoveries-asu-study-finds-new-nutrition-labels-are-easier-understand

14. CBS RADIO NETWORK (2018): Nutrition labels. Interview by Stephan Kaufmann. Published 7/8/2019.

13. AEPP PODCAST (2018): Vol. 40(4): Authors Ellen Van Loo and Carola Grebitus discuss two recently featured articles published in AEPP "Visual biases in decision making," and "On the Measurement of Consumer Preferences and Food Choice Behavior: The Relation Between Visual Attention and Choices." Published 11/2018, https://academic.oup.com/aepp/pages/podcasts

12. GILGER, L. (2018): Consumers willing to pay more for healthy food labels. Published 1/18/2018, https://kjzz.org/content/594495/study-consumers-willing-pay-more-healthy-food-labels

11. FALLER, M.B. (2017): State's growers should tout the 'Arizona' when marketing their dates, study finds. Published 9/27 ASU NOW. https://asunow.asu.edu/20170927-arizona-impact-asu-wp-carey-date-marketing-research?utm_campaign=ASU_Now+9-28-17&utm_medium=email&utm_source=%25%25_listname%25&utm_term=ASU&utm_content=%20https%3a%2f%2fasunow.asu.edu%2f20170927-arizona-impact-asu-wp-carey-date-marketing-research

10. FALLER, M.B. (2017): Urban growth gets scientific. Published 1/5/2017, ASU NOW. https://campus.asu.edu/content/urban-growth-gets-scientific

9. SPARKS, D. (2016): Challenges in urban farming. Program: Line on Agriculture, AgInfo.Net, Published 10/10/2016. http://www.aginfo.net/index.cfm/event/report/id/Line-on-Agriculture-35360

8. MONEY RADIO (2016): Business for breakfast radio interview by Ken Morgan and Mark Asher on Which counts more? Calories or companions? Money Radio 1510AM & 99.3FM, Published 10/7/2016.

7. W. P. CAREY SCHOOL OF BUSINESS, RESEARCH AND IDEAS (2016): Which counts more? Calories or companions? 16 September 2016. http://research.wpcarey.asu.edu/agribusiness/which-counts-more-calories-or-companions/

6. NUELLE, B. (2016): Radio and web story-- Urban farming takes off but still many challenges. World of Agriculture, Iowa Ag Radio Network, Published 8/5/2016. http://bit.ly/2bj2Gml

5. WHITWORTH, J. (2013): Study highlights consumer reaction to carbon monoxide use in MAP. FoodProductionDaily.com, Published 4/18/2013. http://www.foodproductiondaily.com/Packaging/ Study-highlights-consumer-reaction-to-carbon-monoxide-use-in-MAP

4. SCHAFFER, E. (2013): MAP mindsets. Consumer research provides glimpse of how packaging technology is perceived. Meat and Poultry, Published 3/2013, p. 70-72. http://www.nxtbook.com/sosland/mp/2013_03_01/index.php?startid=70#/70.

3. ASFA-WOSSEN, L. (2013): Too much information – consumer views on modified air packaging. Packaging Professional Magazine, Published 3/12/2013. http://www.iom3.org/news/too-much-information-consumers-modified-air-packaging

2. GRAY, N. (2013): Consumers will pay more for local foods: Study. Food Navigator.com. Published 2/27/2013. http://www.foodnavigator.com/Science-Nutrition/Consumers-will-pay-more-for-local-foods-Study

1. WHITWORTH, J. (2013): Consumer understanding key to MAP technology, finds study. FoodProductionDaily.com, Published 1/10/2013. http://www.foodproductiondaily.com/ Quality-Safety/Consumer-understanding-key-to-MAP-technology-finds-study

VI. TEACHING

A. Courses Taught

Unless indicated otherwise the course was taught in-person. Number of times the class was taught in brackets [#].

Arizona State University

Undergraduate

AGB 100 Introduction to Agribusiness: Spring 2016, 2018, 2020; Fall 2016, 2017, 2018, 2020 [7]

AGB 100 Introduction to Agribusiness: Online, Fall 2024 [1]

AGB 420 Food Advertising and Promotion: Online, Spring 2013 – 2017 [5]

AGB 445 Food Retailing: Online, Fall 2025 [1]

AGB 456 Food Product Innovation and Development: Fall 2013; Online: Fall 2013 – 2018, Spring 2020 – 2026, Fall 2020 – 2025 [20]

AGB 492 Honors Directed Study: Fall 2015, 2017, 2022 [3]

AGB 493 Honors Thesis: Spring 2016, 2018, 2019, 2024 (2) [5]

AGB 494/HON 394 Topics: The Business of Beer (with T.J. Richards): Spring 2019-2021 [3]

FSE 150 Perspective of Grand Challenges on Engineering, Guest lecture: Fall 2023 [1]

IDG 590 Independent Study: Spring 2022 [1]

PPE 240 Gentle Yoga: Fall 2022, Spring 2023 [2]

SOS 117 Food System Sustainability, Guest lecture: Spring 2017; Fall 2015, 2017, 2018 [4]

SOS Global Sustainability Science Program, Guest lecture: Fall 2018 [1]

WPC 101 Faculty Freshman Lecture Series, Guest lecture: Fall 2014 – 2016, 2018 [4]

Graduate

AGB 701 Advanced Agribusiness Analysis: Fall 2020 – 2023 [4]

AGB 703 Advanced Empirical Models (with T.J. Richards): Fall 2016 [1]

ARA Risk Management Academy Executive Education: Spring 2018 [1]

Bonn University, Germany

Marketing and Market Research: Undergraduate level, Fall 2008, 2009 [2]

Quantitative Research Methods I: Undergraduate level, Fall 2008 – 2011 [4]

Quantitative Research Methods II: Master level, Fall 2008 – 2011 [4]

Advanced Marketing and Market Analysis: Master level, Fall 2008 – 2011 [4]

Advanced Quantitative Research Methods: Master level, Spring 2008 – 2012 [5]

Kiel University, Germany

Models and Strategies in Agribusiness: Master level, Spring 2005 – 2007 [3]

Economics of Animal Breeding: Undergraduate level, Fall 2005 [1]

Seminar Market Research Methods: Undergraduate level, Fall 2003, 2004 [2]

Food-Facts Summer-Academy 'Product-Management,' Germany

Introductory Cost-management and Accounting: Executive Education, Fall 2004 [1]

German Academy for Gifted High School Students, Germany

Agricultural and Food Marketing: Undergraduate level, Summer 2007 [1]

Methods in Market Research: Undergraduate level, Summer 2007 [1]

Promotionskolleg Agrarökonomik, Germany

Strategies, Research and Theory for Teaching at University Level: PhD level, Winter 2011 [1]

B. Advisory Committees

Arizona State University

1. Dissertation Committees

[Position the student was placed—only available for ASU, only professors rank associate and higher can chair dissertation committees in the Morrison School of Agribusiness]

18. Chair. Nilufer Cetik, Ph.D. (expected 2026): TBD.
    Third Place, Graduate Student Paper Competition at the annual Western Agricultural Economics Association meetings (WAEA), 2026
17. Chair. Hazera Akter, Ph.D. (expected 2026): TBD.
16. Committee member. Subarta Chakraborty, Ph.D. (expected 2026): TBD.
15. Chair. Ekaterina Stoliarova, Ph.D. (2025): Essays on Measuring Demand, Consumer Preferences, and Retail Performance of Second-Quality Produce. [California Polytechnic State University, San Luis Obispo]
    Honorable Mention Award, Graduate Student Poster Competition, Institute for Social Science Research, ASU, 2023
14. Committee member. Shenella Benjamin, Ph.D. (2024): Revitalizing Industries and Deindustrialized Communities in Guyana: Case of the Sugar Industry and Sugar-Belt Communities. [University of Guyana]
13. Committee member. Kelly Cosgrove, Ph.D. (2023): Effects of a Behavior-Matching Tool on Adherence and Attrition in an eHealth Intervention: A Randomized Controlled Trial.
12. Chair. Shijun Gao, Ph.D. (2022): Decision-Making in the Livestock Supply Chain. [University of Arkansas]
    Third Place, Ph.D. Student Job Market Paper Competition, Southern Agricultural Economics Association (SAEA), 2022

Best Paper Award, Institutional & Behavioral Economics Section (IBES) of the Agricultural and Applied Economics Association, 2020

11. Chair. Katherine Fuller, Ph.D. (2022): The Market for Coffee: An Analysis of the Effects of Sustainability Labels on Consumers' choice and U.S. Import Demand. [Oregon State University]

    First Place, Graduate Student Poster Competition, Institute for Social Science Research, ASU, 2019

    Second Place, Graduate Student Poster Competition, Institute for Social Science Research, ASU, 2018

10. Committee member. Jordan P. Smith, Ph.D. (2021): Lots of Potential: Planning Urban Community Gardens As Multifunctional Green Infrastructure. [Harris County Community Services Department]
9. Committee member. Iryna Printezis, Ph.D. (2018): Consumer Demand for Local Food from Direct-to-Consumer to Intermediated Marketing Channels. [Arizona State University]
8. Committee member. Yi Xie, Ph.D. (2018): Consumers' Health-Related Food Choices and Behaviors. [California State Polytechnic University, Pomona]
7. Committee member. Simbarashe Pasirayi, Ph.D. (2016): A Global Perspective of Private Brands Success: The Function of Manufacturer Power, Retailer Strategy and Consumer Conduct. [Tulane University]
6. Committee member. Min Choi, Ph.D. (2016): Power, Risk Sharing, and Moral Hazard in Scan-based Trading: An Extension of Agency Theory. [California State University, Fullerton]
5. Committee member. Di Fang, Ph.D. (2015): All About Innovation: Optimal Licensing Strategies, New Variety Adoption, and Consumer Preference in a Peer Network. [University of Arkansas]
4. Committee member. Chao-Shih Wang, Ph.D. (2015): Heard It Through the Grapevine: Traceability, Intelligence Cohort, and Collaborative Hazard Intelligence. [N/A]
3. Committee member. Karen Elizabeth Lewis, Ph.D. (2014): Analysis of the United States Sweetener Industry's Characteristics and Federal Policies. [University of Tennessee]
2. Committee member. Koichi Yonezawa, Ph.D. (2014): Three Essays on Consumer Behavior Under Uncertainty. [University of Munich, Germany; Cornell University]
1. Committee member. Sophie Theron Winter, Ph.D. (2014): Umbrella Branding of Private Labels. [SUNY Coble Skill]

2. M.S. Committees (Note: the Morrison School of Agribusiness M.S. Program ended in 2014)

3. Committee member. Yisha (Anne) Wang (2022): User Research for Shopper Insights into Food Traceability Information Provided at Grocery Stores with a Focus on Produce. [N/A]
2. Main advisor. Dan Wang, M.S. (2014): An Empirical Study on the Influence of Social Networks and Menu Labeling on Calorie Intake in a University Dining Hall. [Northern Trust Company, Financial Analyst]
1. Committee member. Ashutosh Tiwari, M.S. (2013): Anonymous Social Networks vs. Peer Networks in Restaurant Choice. [American Express, Financial Analyst]

3. Honors Theses

7. Reader of Honors Thesis. Jordyn Miller (2025): Fight Food Waste One Step at a Time.
6. Reader of Honors Thesis. Emily Hall (2024): Promoting Environmental Sustainability in the Restaurant Industry: Approaches of Offering Plant-Based Meals, Incentivizing Sustainably Sourced Ingredients, and Reducing Food Waste.
5. Director of Honors Thesis. Rylee Richardson (2023): Sustainability Marketing and Consumer Behavior.
4. Reader of Honors Thesis. Anneliese Way (2019): Winning with Hispanics: A Case Study of CPG Manufacturer and Retailer Performance among Hispanic Consumers.
3. Director of Honors Thesis. Yann Raymond (2018): Working towards Garden of Eden: Developing Practical Solutions to Combat Food Insecurity in Food Deserts. Raymond placed second in the 2017 Cactus Section of the Institute of Food Technologists Poster Competition.
2. Director of Honors Thesis. Mary Curtiss (2018): Working towards Garden of Eden: Developing Practical Solutions to Combat Food Insecurity in Food Deserts. Curtiss placed third in the 2017 Cactus Section of the Institute of Food Technologists Poster Competition.
1. Director of Honors Thesis. Haley Cooley (2016): It's all in the Genes: Designing and Administering a Brief Survey to Local Dairymen in Order to Gauge their Interest in Genomics.

4. Barrett Honors College Fellows (Fellows participate for one semester in a research project)

Fall 2023. Project: Opportunities for Imperfect Food: Analyzing Preferences along the Agri-Food Value Chain

8. Lindsey Schmidt; major: accounting

Fall 2022. Project: Increasing Demand and Willingness-to-Pay for Arizona-Grown Pecans

7. Thomas Johnson; major: economics
6. Sadie Hoberman; major: business data analytics, economics

Fall 2022. Project: Food Consumption Behavior During the COVID-19 Pandemic

5. Dylan Rose; major: business data analytics, supply chain management
4. Zain Sidhwa; major: business data analytics, supply chain management

Fall 2021. Project: Strengthening U.S. Beef Export Markets: Analysis of Consumer Willingness to Pay and Import Demand

3. Ally Finkbeiner; major: conservation biology and ecology, economics
2. Paulina Aceves; major: business data analytics, economics
1. Graciela Jacqueline Martinez; major: business data analytics

5. Honors Contracts

13. Simone Carolyn Verghese (2025): AGB 456
12. Alexa Brooke Meyer (2025): AGB 456
11. Kyle Christopher Griffin (2025): AGB 456
10. Amelia Dellaripa (2024): AGB 456

9. Graciela Jacqueline Martinez (2024): AGB 456
8. Alexandra Marie Nictakis (2020): AGB 100
7. Alexandra Marie Nictakis (2020): AGB 456
6. Hannah Campbell (2018): AGB 456
5. Casey Blue (2017): AGB 100
4. Karilee Ammons (2016): AGB 100
3. Jessica Blue (2016): AGB 420
2. Jessica Blue (2016): AGB 100
1. Precious Martinez (2015): AGB 456

Bonn University, Germany

1. M.S. Committees

18. Major advisor. Anne O. Peschel (2012): How does label presentation formation affect attention and choice? An examination for the Danish organic label.
17. Major advisor. Maria Vintulkina (2012): EU consumer perception of imported beef.
16. Major advisor. Julia Linn (2012): Taxonomic categorization of (new) hybrid food products and implications for marketing communication.
15. Committee member. Chirantan Banerjee (2012): Market analysis of mobile greenhouse technology: The case of vertical farming.
14. Major advisor. Nada Alowaiwi (2012): Applying repertory grid and concept mapping to analyze consumers' perceptions of milk - Focus on regular fresh milk and ESL milk.
13. Major advisor. Eva-Maria Schneider (2012): Importance of product labeling on purchase decisions – The case of dairy products for children.
12. Major advisor. Mehret Haile-Preylowsky (2011): Changing attitudes towards nano-technology by means of emotional conditioning.
11. Major advisor. Sonja Schmiedeknecht (2011): Analysis of diet and work out patterns of type 2 diabetic patients.
10. Major advisor. Julia Hass (2011): Ecology versus convenience: consumer behavior towards organic products in the light of ESL technology.
9. Major advisor. Jan-Paul Höllmer (2011): International comparison of the implementation of a Carbon Footprint with regard to consumer behavior. (Presented at the 5th International Consumer Sciences Research Conference (ICSRC), 07/18-07/20, Bonn, Germany).
8. Major advisor. Katharina Häfner (2011): Labeling of Carbon Footprints from food retailers' perspective.
7. Major advisor. Joelle Voggenreiter (2011): Chances and risks of the introduction of the Carbon Footprint in the food chain: An investigation of the fruit and vegetable sector.
6. Major advisor. Johanna Stadtmann (2011): On the use of ecological footprints as signals in the agri-food chain. (Presented at the 5th ICSRC, 07/18-07/20, Bonn, Germany).
5. Major advisor. Melanie Weber (2011): Attitudes of consumers towards sustainable diets – Analysis with respect to climate relevant emissions.

4. Major advisor. Eva Maria Pisch (2011): Eco design of food packaging: Implementation of the integrated product policy with respect to ecological food packaging.
3. Major advisor. Maike Barkmann (2010): Consumer perception of foods carrying health claims.
2. Major advisor. Alice Wagner (2010): Influence of socio-economic determinants on school children's diet.
1. Major advisor. Sue Schnickmann (2009): Analyzing consumer attitudes and perception of food miles labels.

2. B.S. Committees

12. Committee member. Rabea Plaßky (2012): Organization of the EU-school fruit program – a cross-country comparison.
11. Major advisor. Sheida Alishirinpour Farkhad (2012): Consumers' perception of wine quality.
10. Major advisor. Lena Baron (2012): On the product carbon footprint.
9. Major advisor. Regina Vogel (2012): Farmers' decision making: the case of agricultural machinery.
8. Committee member. Markus Hinskens (2012): How are consumers making purchase decisions? Fast and frugal heuristics versus compensatory decision models.
7. Major advisor. Hanna Balgar (2012): Farmers' risk perception – The example of the Schmallenberg virus.
6. Major advisor. Nina Brockstedt (2012): Sustainability in the food supply chain.
5. Major advisor. Dirk Sebastian Meyer (2011): Evaluation of the Rokeach Value Survey as a method to elicit consumer values in agricultural and food marketing.
4. Major advisor. Daniela Kaumanns (2011): Supply instruments of German food retailers for organic products.
3. Major advisor. Rebecca Armborst (2011): Impact and perspectives of modified atmosphere packaging.
2. Major advisor. Julia Knaupp (2011): Evaluation of Product Carbon Footprint standardization approaches.
1. Major advisor. Ramona Galczynski (2011): Influence of socio-economic and political determinants on healthy diets.

Other Universities

8. Committee member, Oklahoma State University. Amrit Dumre, Ph.D. (expected 2026): TBD.
7. External examiner, University of Trento, Italy. Mai Linh Nguyen, Ph.D. (2026): Italian Consumers' Willingness to Pay for Rice Produced with New Genomic Techniques: The Impact of Labeling, Self-Persuasion, and Episodic Future Thinking within a Discrete Choice Experiment Framework.
6. Courtesy committee member, University of Tennessee. Bhishma R. Dahal, M.S. (2023): Two essays on international beef and poultry consumer demand.
5. External examiner, University of Saskatchewan, Canada. Darnell Holt, M.S. (2022): The impact of clean label packaging for pea-based proteins.

4. External examiner, The University of Adelaide, Australia. Anh Duc Nguyen, Ph.D. (2020): Exploring relationships between changing food environments, food consumption behaviour, attitudes and nutrition outcomes for urban Vietnam.
3. Committee member, University of Georgia. Mengyu Zhou, M.S. (2020): Impact of visuals and complexity on inconsistent and irrational decisions in choice experiments.
2. Courtesy committee member, University of Tennessee. Konstantinos Syrengelas, M.S. (2017): Consumer preferences and willingness to pay for natural beef: A discrete choice experiment approach.
1. External reviewer, University of Saskatchewan. Rim Lassoued, Ph.D. (2014): How trust in the food system and in brands builds consumer confidence in credence attributes: A structural equation model.

C. Select Other Mentoring Activities and Hosted Scholars

Mentor: Economic Science Association (ESA) Early Career Mentoring, 2026

Visiting Scholar: Ales Kuhar, University of Ljubljana, Slovenia, hosted in 2026

Mentor: AAEA Early Career Mentoring, 2025

Post-Doc Mentor: Anna Wielicka-Regulska, Poznan University, Poland, hosted in 2023

Mentor: AAEA Mid-Career Mentoring, 2022

Mentor: AAEA Early Career Professional 2-Day Post-conference Workshop, Atlanta, GA, 2019

Presenter Large Group Session: Balancing Work and Life, and Time Management. AAEA Early Career Professional Workshop, Atlanta, GA, 2019

Post-doc Mentor: Ellen Van Loo, Ghent University, Belgium, hosted in 2017 and 2018

Visiting Scholar: Stefan Hirsch, Bonn University, Germany, hosted in 2013 and 2014

Visiting Scholar: Carolin Seitz, Munich University, Germany, hosted in 2013

Visiting Scholar: Anne Peschel, Aarhus University, Denmark, hosted in 2012

VII. INSTITUTIONAL SERVICE

A. Internal Service

1. Department (Morrison School of Agribusiness)

Search Committee, Adjunct Faculty, 2025

Search Committee, Assistant Professor Hire, 2024

Head of Search Committee, Clinical Faculty Hire, 2022

Graduate Committee, 2019 – present

Personnel Committee, 2019 – present

Performance Review Committee, 2019, 2023, 2026

Faculty Advisor, Sigma Alpha, 2018 – present

Faculty Advisor, Re-Charter of Sigma Alpha, professional sorority for women in agriculture, 2017

Search Committee, Assistant Professor Hire, 2017

Faculty Advisor, "Business of Food Club," Undergraduate Student Organization, 2016 – 2021

Search Committee, Kemper and Ethel Marley Foundation Chair Hire, 2016

Undergraduate Committee, 2015 – 2019

Scholarship Committee, 2015 – 2016

Faculty Advisor, Morrison School of Agribusiness Graduate Student Organization, 2013 – present

Chair, Morrison School of Agribusiness Seminar Series, organized over 50 seminars, 2013 – 2018

2. W. P. Carey School of Business

Academic Integrity Committee, 2025 – 2026

Undergraduate Committee, 2022

Dean Search Committee, 2021

Academic Standards Committee - Undergraduate, 2018 – 2019

Academic Standards Committee - Graduate, 2014 – 2016

3. Arizona State University

Food is Medicine Cohort, 2026 – present

Wellness@ASU, Advisory Board Member, 2023 – 2024

Honors Faculty Council, 2021 – present

B. Professional Service

1. Organizing Academic Events

Pre- and Post-Conference Workshops

Creating Impact with Survey-Based and Experimental Research in Agricultural Economics: From Policy Relevance to Publication, Pre-conference workshop at GEWISOLA (German Agricultural Economics Association) Annual Meeting, Braunschweig, Germany; 2026

Recent Developments in Experimental Economics, Post-conference workshop at AAEA Annual Meeting, Chicago, IL; 2017

The "How-To" of Experimental Economics in Agricultural, Environmental and Applied Research, Pre-conference workshop at AAEA Annual Meeting, Boston, MA; 2016

Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues, Post-conference workshop at AAEA Annual Meeting, San Francisco, CA; 2015

Recent Trends in Experimental Economics, Pre-conference workshop at European Association of Agricultural Economists Congress, Ljubljana, Slovenia, 2014

Other

Frontiers in Behavioral and Experimental Methods, Lecture Series, Consumer Food and Agribusiness Research Lab, Arizona State University, Mesa, AZ, with N. Cetik, 2025

Assessing the Competitiveness of U.S. Beef in Major Global Markets, Seminar, Arizona State University, Virtually, with S. Gao, K. DeLong, A. Muhammad, 2024

Challenges of Consumer Research and Food in a Changing Environment, Workshop, Munich, Germany, with L. Drescher, 2009

Commodity Research Workshop, Bonn, Germany, with K. Hansen, 2009

2. Organizing Invited Sessions & Symposia at Conferences

Note: AAEA: Agricultural & Applied Economics Association, EAAE: European Association of Agricultural Economists, IAAE: International Association of Agricultural Economists

Scientific Publishing in Transition: Open Science in Agricultural Economics, EAAE Congress, Bonn, Germany, with J. Höhler, R. Finger, A. Henningsen, R. Huber, J. Rommel, 2025

Reproducibility and Robustness in Agricultural Economics – A meta-reproduction pilot, EAAE Congress, Bonn, Germany, with J. Ankel-Peters, R. Finger, J. Rose, 2025

Factors Contributing to a Healthy Work Ecosystem in the Applied Economics Profession, AAEA Annual Meeting, Denver, CO; with M. Costanigro, 2025

Strategies for Health & Wellbeing in Agricultural Economics, AAEA Annual Meeting, New Orleans, LA; with AAEA Health and Wellbeing Task Force 2024

Towards Open Science: Transparency in International Agricultural Economics, IAAE International Conference, Online, 2021

Food for the Future, Invited Panel, IAAE International Conference, Vancouver, Canada, 2018

Controversies and Frontiers in Experimental Economics, AAEA Annual Meeting, San Francisco, CA, 2015

Attitudes, Perceptions and Values: Determinants of Decision Making, AAEA Annual Meeting, Seattle, WA, 2012

3. Organizing Track Sessions at Annual AAEA Meetings

Advances in Behavioral and Experimental Economics, Kansas City, MO; with S. Gao, 2026

Behavioral Dynamics in Food Marketing and Policy, Farming, and Risk Environments, Kansas City, MO; with K. Fuller and R. DeCianni, 2026

Advances in Behavioral and Experimental Economics, Denver, CO; with S. Gao, 2025

Novel Marketing Strategies Along the Supply Chain: Labeling and Information Nudging, Denver, CO; with J. Kolodinsky, 2025

Recent Developments in Experimental and Behavioral Economics -- 2024 Edition, New Orleans, LA, 2024

Strategies for Reducing Food Waste, New Orleans, LA; with E. Stoliarova, 2024

Advances in Behavioral and Experimental Economics in Applied and Agricultural Economics, Washington, DC, 2023

Best Practices for Conducting and Publishing Experiments in Agricultural and Food Economics, Washington, DC; with M. Palma, 2023

Alternative Agri-Food Products to Tackle Climate Change, Washington, DC; with J. Kolodinsky, 2023

Recent Innovations in Behavioral and Experimental Economics by Agricultural and Applied Economists, Anaheim, CA, 2022

Advancements in Food Marketing and Policy through Agricultural Economics Experiments, Anaheim, CA; with J. Kolodinsky, 2022

Labeling Initiatives and Public Policy, Anaheim, CA; with J. Kolodinsky, 2022

2021 Trends in Experimental and Behavioral Economics, Austin, TX; with K.L. DeLong, 2021

What do Clean Labels do for Food Safety and Food Marketing? Experimental Evidence on Consumer Behavior, Austin, TX; with J. Kolodinsky, 2021

Advances in Food Security and Food Safety – A Session to Honor Dr. Helen Jensen, Austin, TX; with A. Hanks and M. Muth, 2021

Trends in Consumer Demand—Back to the 4 Ps in a Global Market, Austin, TX; with J. Kolodinsky, 2021

New Trends in Experimental and Behavioral Economics--2020 Edition, Virtually; with V. Caputo and M. Segovia, 2020

The Economics of New Technologies in Livestock - Innovation, Regulation and Return on Investment, Virtually; with E. Goddard, 2020

Tackling Food Safety and Quality Challenges along the Food Supply Chain, Virtually; with Z. Gao, 2020

Advancements in Experimental and Behavioral Methods used in Agricultural Economics, Atlanta, GA; with V. Caputo, 2019

Impact of Innovative Food Systems and Farm2School on Food Access and Food Choices, Atlanta, GA; with J. Kolodinsky and A. Bonanno, 2019

The Impact of Food System Transformations on Community Development, Washington, DC; with J. Kolodinsky, 2018

Advancements in Experimental and Behavioral Economic Methods, Washington, DC; with H. Khachatryan, 2018

Experiments in Applied and Agricultural Economics – Featuring Tomorrows Researchers, Chicago, IL, 2017

Using New Technologies to Advance Behavioral and Experimental Economics, Chicago, IL; with J. Kolodinsky, 2017

Marketing Policy Implications of Food: Consumer Behavior and Labeling Policy from Different Perspectives, Chicago, IL; with M. Costanigro and J. Kolodinsky, 2017

Transformations in Food Systems: Opportunities and Challenges for Alternative Food Systems, Boston, MA, 2016

How do you Choose your Food? Insights from Behavioral Economics, Boston, MA; with K.E. Lewis, 2016

Where are they Now? Research Updates from Graduates of the Behavioral Economics Workshop, Boston, MA; with C. Schroeter, 2016

Investigating Decision Making: The Inclusion of Eye Tracking in Economic Experiments, San Francisco, CA, 2015

Global Trends in Marketing and Demand of Meat and Dairy Products, Minneapolis, MN; with C. Schroeter, 2014

Is it Healthier, Tastier, and Who Buys it?…– Current Issues Surrounding Organic Food Production and Consumption, Washington, DC; with C. Schroeter, 2013

Value Added Meat Marketing around the Globe: International Insights on Safety, Health, and Convenience, Seattle, WA; with S. Mueller Loose, 2012

Marketing Sustainability: Demand Side, Supply Side and Welfare Aspects, Pittsburgh, PA, 2011

Promoting Food Choice and Health for Children: Political, Economic, and Behavioral Aspects, Denver, CO; with L. Drescher, 2010

Food Safety and Food Technologies: International Comparisons of Consumer Perception and Willingness to Pay, Milwaukee, WI; with C. Yue, 2009

4. Organizing Teaching Events

Survey Design and Experimental Methods in Applied and Agricultural Economics

Co-Chair, Workshop, Michigan State University, 2024 to 2026

Chair, Workshop, Arizona State University, 2023

Co-Chair, Summer School, Michigan State University, 2022

Chair, Winter School, Arizona State University, Virtually, 2021

Introduction to Choice Experiments, Virtual Summer School at Arizona State University; Chair, 2020

5. Organizing Workforce Development Workshops

Empowering Sun Devils Workshop Series, ASU, 2022-2023. Consisted of 9 workshops.

Summer Refresher: Navigating Stress and Preparing to Teach In-Person Again; ASU, with D. Gruber, 2021. Consisted of 4 workshops.

6. Reviewing Activities

a) Journals

Agribusiness: An International Journal; Agricultural Economics; Agriculture and Human Values; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Appetite; Applied Economic Perspectives and Policy; British Food Journal; Business Strategy and the Environment; CAB Reviews; Canadian Journal of Agricultural Economics; Clothing and Textiles Research Journal; Ecological Economics; Educational Research and Reviews; Empirical Economics; European Journal of Operational Research; European Review of Agricultural Economics; Environmental Economics and Policy Studies; Environmental and Resource Economics; Food Economics; Food Policy; Food Quality and Preference; Food Research International; Frontiers in Psychology; German Journal of Agricultural Economics; International Journal of Behavioral Nutrition and Physical Activity; International Food and Agribusiness Management Review; International Journal on Food System Dynamics; Journal of Agricultural and Applied Economics; Journal of the Agricultural and Applied Economics Association; Journal of Agricultural Economics; Journal of Agricultural and Food Industrial Organization; Journal of Agricultural and Resource Economics; Journal of Behavioral and Experimental Economics; Journal of Choice Modeling; Journal of Consumer Behavior; Journal of Dairy Science; Journal of Environmental Economics and Management; Journal of Environmental Planning and Management; Journal of Economic Psychology; Journal of Food Protection; Journal of Managerial Psychology; Journal of Marketing Research; Meat Science; Nature: Biotechnology; Nutrition and Food Science; PLOS One; Q Open; Review of Economics of the Household; Spanish Journal of Agricultural Research

b) Conferences

Agricultural and Applied Economics Association; European Association of Agricultural Economists; Forum on System Dynamics and Innovation in Food Networks; German Association of Agricultural Economists; International Association of Agricultural Economists; International Choice Modelling Conference; International Congress of Meat Science and Technology; International Food and Agribusiness Management Association; International Health Economics Association; Western Agricultural Economics Association

c) Proposals

Agence Nationale de la Recherche France

European Science Foundation

German Research Foundation

Ontario Agri-Food Innovation Alliance Program, Ontario Ministry of Agriculture, Food and Agribusiness

US-Israel Binational Agricultural Research and Development Fund

U.S. Department of Agriculture, Marketing Service, Federal-State Marketing Improvement Program

U.S. Department of Agriculture, National Institute for Food and Agriculture

VIII. COMMUNITY SERVICE & TRAINING

A. Community Service

Evaluation Committee of the Gilbert Public School System's Agricultural Education Program, 2014 – 2018

Leading FFA ("Future Farmers of America") Food Science State Contest in Arizona, 2013 – 2018

Supporting FFA Food Science District Contest in Maricopa County, AZ, 2013 – 2015, 2023, 2025

B. Select Continuing Education and Training

safeTALK: Suicide Alertness for Everyone, Livingworks, Arizona State University, 2025

Yoga Therapy Certification (500 Hrs.), Healing Emphasis Yoga™ Therapy Program, Inner Vision Yoga, Arizona, 2019 – 2022

Dare to Lead™, Arizona State University, 2021

Generative Critique: The Critical Response Process (THP 598), Arizona State University, 2020

ASU Sync Workshop, Arizona State University, 2020

Master Class for Teaching Online, Arizona State University, 2019

Peer Leadership Academy, Arizona State University, 2018 – 2019