

**KATHERINE FULLER – Curriculum Vitae**  
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## EDUCATION

### **Doctorate in Business Administration**

Arizona State University, Mesa, AZ

2016 – present

### DISSERTATION

“The Economics of Coffee Sustainability: Trade and Consumers’ Motivations and Preferences”

*Committee:* Carola Grebitus (Chair), Troy Schmitz, and Renee Hughner.

### RESEARCH INTERESTS

Food marketing, behavioral economics, market research, food policy, and sustainability

### TECHNICAL SKILLS

STATA, SAS, R, EViews, NLOGIT, LaTeX, MS Office

### **Certificate in Environmental and Sustainability Economics**

2019

Arizona State University, Mesa, AZ

### **Master of Science, Agricultural Economics**

2016

Louisiana State University, Baton Rouge, LA

### **Bachelor of International Business Management**

2009

Universidad de la Sabana, Bogotá, Colombia

## MANUSCRIPTS UNDER REVIEW

**Fuller, K.**, C. Grebitus, and T. Schmitz: “The Effects of Values and Information on the Willingness to Pay for Sustainability Credence Attributes for Coffee.” 2<sup>nd</sup> Submission to *Agricultural Economics*.

Rondoni, A., C. Grebitus, R.S. Hughner, and **K. Fuller**: “Developing a Framework for Effective Healthy Food Marketing Strategies: Consumer Characteristics related to Date Fruit Purchase Likelihood.” Submitted to *International Journal of Consumer Studies*.

## MANUSCRIPTS IN PREPARATION

**Fuller, K.**, and T. Schmitz. “Elasticities and Exchange-Rate Pass-Through into U.S. Coffee Imports.”

**Fuller, K.**, and C. Grebitus. “The Effect of Trust and Knowledge on the Preferences for Sustainable Coffee.”

Grebitus, C., **K. Fuller**, R.S. Hughner, and E.J. Van Loo: Attention, Perception, and Choice – Insights for Sustainable Attributes on Arizona-grown Medjool Dates.”

## NON-PEER REVIEWED REPORTS

Grebitus, C., **K. Fuller**, R.S. Hughner, E.J. Van Loo, and A. Rondoni (2021): Perception of Arizona-Grown Medjool Dates. Project Report. <https://research.wpcarey.asu.edu/fab-lab/output/>

## PAPERS/POSTERS PRESENTED AT PROFESSIONAL MEETING

**Fuller, K.,** C. Grebitus, and T. Schmitz (2021). “Fair Trade versus Direct Trade labels on coffee: When do consumers pay more and why?” AAEA Annual Meeting, Austin, TX, August 1-3, 2021.

**Fuller, K.,** C. Grebitus, and R.S. Hughner (2021). “Are Arizona-grown Medjool dates perceived as a “clean” product and does that translate into higher willingness to pay?” AAEA Annual Meeting, Austin, TX, August 1-3, 2021.

**Fuller, K.,** and C. Grebitus (2021). “Effect of Trust and Knowledge on the Preferences for Sustainable Coffee”. AAEA Annual Meeting, Austin, TX, August 1-3, 2021.

**Fuller, K.,** and C. Grebitus (2020). “The effect of altruism and selfishness in the valuation of coffee quality credence attributes” Track Session Experimental Economic. AAEA Annual meeting, online, July 26-28, 2020.

**Fuller, K.,** and C. Grebitus (2019). “The effect of altruism and selfishness in the valuation of coffee quality credence attributes”, Selected poster. AAEA Annual Meeting, Atlanta, GA, July 21-23, 2019.

## TEACHING EXPERIENCE

### **Instructor of Record, Arizona State University, Mesa**

#### Undergraduate Level

International Management and Agribusiness, Summer 2019. Average Evaluation: 6.4/7 (12 responses)

Food Product Innovation and Development, Fall 2019. Average Evaluation: 6.7/7 (43 responses)

International Management and Agribusiness, Summer 2020. Average Evaluation: 6.6/7 (29 responses)

International Management and Agribusiness, Summer 2021. Average Evaluation: 6/7 (25 responses)

### **Teaching Assistant, Arizona State University, Mesa**

#### Undergraduate Level

Problem Solving and Actionable Analytics, Fall 2018 Average Evaluation: 6.5/7 (7 responses)

Food Advertising and Promotion, Spring 2019

Food Product Innovation and Development, Fall 2019

Food Advertising and Promotion, Spring 2020

## GRANTS

2021 Arizona Department of Agriculture (AZDA) Specialty Crop Block Grant Program-Farm Bill (pending): Increasing Demand and Willingness-to-Pay for Arizona-Grown Pecans as co-Investigator with Carola Grebitus (PI), Arizona State University (\$101,126).

2021 Effect of Trust and Knowledge on the Preferences for Sustainable Coffee. Granted by the Marley Foundation Research Grants, Arizona State University (\$2,000).

2020 The effect of altruism and selfishness in the valuation of coffee quality credence attributes. Granted by the Graduate Research Support Program of the Graduate and Professional Student Association (GPSA), Arizona State University (\$2,000).

2019 Travel grant to attend the annual meeting of the Agricultural and Applied Economics Association (AAEA) in Atlanta, GA, from the Graduate Program Student Association (GPSA), Arizona State University (\$500).

## REVIEWING ACTIVITIES

### *Journals (number of reviews in parenthesis)*

Journal of Agribusiness in Developing and Emerging Economies (2)

### *Conferences*

Diversity and Inclusion Science Initiative (DISI) ASU Graduate Initiative

## AWARDS AND SCHOLARSHIPS

- 2020 University Graduate Fellowship, Arizona State University, 2020 (\$2,743)
- 2020 Richard S. Gordon Scholarship, Arizona State University (\$1,250)
- 2019 James Sweitzer Memorial, Arizona State University (\$2,800)
- 2019 Richard S. Gordon Scholarship, Arizona State University (\$1,250)
- 2019 Arizona State University Poster competition: 1<sup>st</sup> Place, “*Altruism, Selfishness and Cooperation on the valuation of coffee quality attributes*”, Arizona State University (\$1,200)
- 2019 Arizona State University Poster competition. 2<sup>nd</sup> Place, “*The Real Impact of Fairtrade Practices in Farm’s Efficiencies in Colombia*”, Arizona State University (\$700)
- 2018 James Sweitzer Memorial, Arizona State University (\$2,800)
- 2018 Richard S. Gordon Scholarship, Arizona State University (\$1,250)
- 2017 James Sweitzer Memorial, Arizona State University (\$2,800)
- 2017 Richard S. Gordon Scholarship, Arizona State University (\$1,250)
- 2015 Outstanding M.S. Student, Louisiana State University

## SERVICE AND PROFESSIONAL MEMBERSHIP

- 2018 – present President of the Morrison School of Agribusiness Graduate Student Association
- 2018 – 2019 Committee Member of the International Student Affairs Committee, University Board, Arizona State University
- 2017 – 2019 Volunteer FFA (Future Farmers of America). Food Science State Contest in Arizona

### **Memberships**

Agricultural and Applied Economics Association and sections:

Committee on Women in Agricultural Economics, Experimental Economics and Institutional and Behavioral Economics

Southern Agricultural Economics Association