

Yiheng Shu

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FIELD OF CONCENTRATION

- **Primary Fields:** Experimental, Behavioral, Marketing and Food Economics
- **Research Interests:** Food Waste, Consumer Behavior, Survey Design, Discrete Choice Modeling, Sustainability

EDUCATION

The Ohio State University (OSU) Columbus, OH

- *Ph.D. in Agricultural, Environmental, and Development Economics* *Aug. 2022 (expected)*
Committee: Wuyang Hu (Advisor), Brian Roe (Co-Advisor), Brent Sohngen, Andrew Hanks
Dissertation: “*Three Essays on Reducing Waste in Restaurants*”
- *M.S., in Applied Economics* *May 2014*
- *B.S., in Economics/International Studies (Double Major)* *Dec 2012*

GRADUATE TEACHING ASSISTANT

- AEDECON 3103: Principles of Agribusiness Finance (OSU) Fall 2019, Spring 2020
- AEDECON 5500: Agribusiness & Applied Economic Project (OSU) Spring 2019
- AEDECON 3102: Principles of Agribusiness Marketing (OSU) Fall 2018

GRADUATE RESEARCH ASSISTANT

Brian Roe (US EPA grants) Summer 2020 - Summer 2022

PEER-REVIEWED PUBLICATIONS

1. **Shu, Y.**, Roe, B., and Bender, K. (2021). Adapting, refining, and expanding a validated questionnaire to measure food waste in U.S. households. *MethodsX*, DOI: 10.1016/j.mex.2021.101377
2. Bender, K., Badiger, A., Roe, B., **Shu, Y.**, Qi, D. (2021). Consumer behavior during the COVID-19 pandemic: An analysis of food purchasing and management behaviors in U.S. households through the lens of food system resilience. *Socio-Economic Planning Sciences*, DOI:10.1016/j.seps.2021.101107

WORKING PAPERS

1. Roe, B., **Shu, Y.**, Karetny, J. Evaluating the effectiveness of a food waste reduction campaign in Central Ohio (**Submitting to Waste Management**)

OTHER PUBLICATIONS

1. *The State of the American Refrigerator: July 2020 Survey* – OSU Food Waste Collaborative Access: <https://cpb-us-w2.wpmucdn.com/u.osu.edu/dist/9/40885/files/2020/07/The-State-of-the-American-Refrigerator-2020-PDF.pdf>

RESEARCH IN PROGRESS

Decomposing and exploring ways to reduce restaurant back of house food waste

- Investigate the relationship between restaurant characteristics and food waste generated
- Distinguish between actionable and non-actionable food waste then explore how to effectively reduce waste via different approaches

Restaurant owner willingness to pay to reduce back of house food waste

- Understand how restaurateur’s decisions may relate to back of house food waste

- Using Discrete Choice Experiment to investigate trade-offs between costs and benefits of implementing food waste reducing tools

Restaurant owner willingness to pay to become more sustainable in post-kitchen operation

- Understand front of house waste generation and investigate preferred method of adopting waste mitigation measures
- Incorporate Discrete Choice Experiment to study the trade-offs between means to reduce waste and the increased cost at the post kitchen stage

INVITED PRESENTATIONS

- “Save More Than Food” Waste Reduction Campaign Evaluation Program, April 18, 2022 (EPA Grant Report)
- “Environmental, social, and financial concerns in the field of food loss and waste minimization. American and European experiences”, Nov. 18, 2021 (Invited Webinar)
- “Impact of COVID-19 pandemic on household meal sharing and wild caught animal consumption in China”, Agricultural & Applied Economics Association Annual Meeting, Austin, TX, Aug. 1-3, 2021 (Selected Poster)

SERVICES

- Academic Journal Reviewer
 - *Canadian Journal of Agricultural Economics* (2)
- *President*, Graduate Student Association of AED Economics, OSU 2020-2021
- *Board Member*, Graduate Student Association of AED Economics, OSU 2018-2020
- *Vice-president/Co-Founder*, Honors Society of Economists (Omicron Delta Epsilon), OSU 2010-2012

PROFESSIONAL AFFILIATION

Agricultural and Applied Economics Association (AAEA) 2019-present

TECHNICAL SKILLS

Computing: STATA, R, LaTeX, SAS, GAMS, Microsoft Office

Language: Chinese (native), English (Proficient)

REFERENCES

Wuyang Hu (Advisor)

Professor and AEDE Honors Coordinator

The Ohio State University

Hu.1851@osu.edu

Brian Roe (Co-Advisor)

Associate Chair, Fred N. VanBuren Professor of Farm Management

The Ohio State University

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Brent Sohngen (Committee Member)

Professor

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