


Yilan (Alan) Xu

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(Last update: Jan. 2022)

FIELDS OF CONCENTRATION

- **Primary Fields:** Marketing and Consumer Economics, Environmental and Resource Economics
- **Research Interests:** Sustainability and Food Marketing, Consumer Behavior, Non-market Valuation, Discrete Choice Modeling, Recreation

EDUCATION

- **The Ohio State University (OSU)** Columbus, OH
Ph.D. in Agricultural, Environmental, and Development Economics May 2022 (*expected*)
Committee: Wuyang Hu (Advisor), Brian Roe, Brent Sohngen
Dissertation: Three Essays on Consumer Restaurant Choices: Behavioral Nudges and Reference Prices
- **University of Kentucky (UK)** Lexington, KY
Ph.D. Student in Agricultural Economics Aug. 2016 – Dec. 2017
- **University of Delaware (UD)** Newark, DE
M.Sc. in Economics and Applied Econometrics May 2015
- **University of North Carolina at Chapel Hill (UNC)** Chapel Hill, NC
M.Sc. in Statistics and Operations Research May 2013
- **Capital University of Economics and Business (CUEB)** Beijing, China
B.Sc. in Statistics Jul. 2011

PEER-REVIEWED PUBLICATIONS

1. Tang, E., Peng, C., and **Xu, Y.** (2018). Changes of energy consumption with economic development when an economy becomes more productive. *Journal of Cleaner Production*, 196, 788-795.

WORKING PAPERS

1. **Xu A.**, Hu W. For the Common Good: The Extensive Margin of Implementing Sustainability Nudges in Restaurants.
2. **Xu A.** Air Pollution and Mediation Effects in Stock Market, Longitudinal Evidence from China. (***R&R at International Review of Financial Analysis***)
3. Boudreaux G., Lupi F., Sohngen B. and **Xu A.**, Economic Welfare Effects of Harmful Algal Blooms and Bacterial Contamination Warnings in the Great Lakes. (***Submitted to Ecological Economics***)
4. Zhang W., Jeon H., **Xu A.**, Wan X., Sohngen B., and Ludsins S. Harmful Algal Blooms and Angler Welfare: A Spatially Integrated Economic-Ecological Model of Lake Erie Recreational Anglers
5. Boudreaux G., Lupi F., Sohngen B. and **Xu A.**, Great Lake Beach Visitor Preferences Toward Water Quality, Bacteria, and Harmful Algal Blooms

RESEARCH IN PROGRESS

1. **Xu A.**, Hu W. Impacts of alternatives ways to carry out sustainability goals on consumer restaurant patron choices.
2. **Xu A.**, Hu W. Range-Based Reference Price Effects in Discrete Choice Analysis
3. **Xu A.**, Hu W. Do peer's comments matter to farmers? Reference-dependent choice for rural broadband service.

ACADEMIC EXPERIENCE

- **Graduate Research Assistant:**

Brent Sohngen
Wuyang Hu

Summer 2018, 2019, 2020
Fall 2017, Spring 2018

- **Instructor of Record**

AEDECON 2580 The Global Business of Food (OSU)

Student Evaluation: 3.8/5.0, Enrollment: 28 (*Virtual after Mar. due to COVID-19*)

Spring 2020

Student Evaluation: 4.1/5.0, Enrollment: 30

Spring 2019

- **Guest Lecturer**

AEDECON 8603 Survey Methodology (OSU)

Spring 2022

- **Graduate Teaching Assistant**

Ph.D. Courses

AEDECON 8102 Advanced Applied Econometrics (OSU)

Fall 2020

Masters Courses

AEC 624 Advanced Quantitative Methods in Agricultural Economics (UK)

Spring 2017

Undergraduate Courses

AEDECON 3680 Regional Economics and Sustainable Growth (OSU)

Spring 2021

AEDECON 3101 Principles of Agribusiness Management (OSU)

Spring 2021

AEDECON 4310 Environmental and Natural Resource Economics (OSU)

Fall 2020

AEDECON 4003 Economics of Public Policy Analysis (OSU)

Fall 2019

AEDECON 3160 Human Resource Management (OSU)

Fall 2019, Spring 2021

AEDECON 2105 Managerial Records and Analysis (OSU)

Fall 2018

STOR 151 Introduction to Data Analysis (UNC)

Fall 2012, Spring 2013

SELECTED PRESENTATIONS & INVITED SEMINARS

- "Do peer's comments matter to farmers? Reference-dependent choice for rural broadband service" Selected Paper, Agricultural & Applied Economics Association Annual Meeting, Kansas City, MO, Jul. 26-28, 2020
- "Estimating the impact of harmful algal blooms on Lake Erie beach recreation using revealed and stated preferences" Invited Webinar, Huazhong Agricultural University, Wuhan, China, Jul. 12, 2020
- "The Effect of Air Pollution on Stock Market Trading Volume: Evidence from China" Selected Paper, Agricultural & Applied Economics Association Annual Meeting, Atlanta, GA, Jul. 21-23, 2019
- "Enterprise Characteristics and Innovation: A survey in China" Selected Paper, Southern Agricultural Economics Association Annual Meeting, Mobile, AL, Feb. 4-7, 2017

SELECTED PAPERS PRESENTED BY A COAUTHOR

- "Great Lake beach visitor preferences toward harmful algal bloom and bacterial warnings" Selected Paper, Agricultural & Applied Economics Association Annual Meeting, Austin, TX, Aug. 1-3, 2021
- "Estimating economic damages of water quality warnings in the Great Lakes" Selected Poster, Agricultural & Applied Economics Association Annual Meeting, Austin, TX, Aug. 1-3, 2021
- "Great Lake beach visitor preferences toward harmful algal bloom and bacterial warnings" Selected Paper, 64th Annual Conference of International Association for Great Lakes Research (IAGLR), Virtual via Zoom due to COVID-19, May 17-21, 2021
- "Estimating economic damages of HAB and bacterial warnings in the Great Lakes" Selected Paper, W4133 Annual Meeting, Virtual via Zoom due to COVID-19, Mar. 3-5, 2021
- "U.S. Anglers' WTP for Nutrient Reduction and Water Quality: A Spatially Integrated Economic-Ecological Model of Lake Erie" Selected Paper, Heartland Environmental and Resource Economics Workshop, Urbana, IL, Sep. 28-29, 2019

- “WTP for Water Quality by Lake Erie Recreational Anglers: A Combined Revealed – Stated Preference Approach” Selected Paper, USDA ERS Sponsored Workshop “Applications and Potential of Ecosystem Services Valuation within USDA – Advancing the Science”, Washington, D.C., Apr. 23-24, 2019

AWARDS & HONORS

- Graduate Student Travel Grant, Dep. of AEDE, OSU 2019
- Travel Scholarship, Dep. of Agricultural Economics, UK 2017
- People’s Scholarship, CUEB 2010
- 2nd. Place of the Annual Statistical Modeling Contest, CUEB 2010

SERVICES

- Academic Journal Reviewer (number of cases without counting reevaluation after revision; total = 7)
Applied Economic Perspectives and Policy (1)
Australian Journal of Agricultural and Resource Economics (1)
Agribusiness: an International Journal (2)
International Review of Financial Analysis (2)
Journal of Agricultural and Applied Economics (1)
- Reviewer, Selected Paper & Poster Abstract, AAEA Annual Meeting 2020, 2021
- Graduate Representative, Chair & Faculty Searching Committee, OSU 2018, 2019
- At-large member, Student Sustainability Council, UK Aug. - Dec. 2017
- Vice President, Departmental Graduate Student Organization, UK May - Dec. 2017
- Statistical Consultant, UNC Aug. 2012 - May 2013
- President, English Association, CUEB Sep. 2009 - Aug. 2010
- Chief Officer, Study Department, English Association, CUEB Sep. 2008 - Aug. 2009

MEMBERSHIPS & AFFILIATIONS

- American Economic Association
- Agricultural and Applied Economics Association
- Association of Environmental and Resource Economists
- Southern Agricultural Economics Association

LANGUAGES & SOFTWARE EXPERIENCE

- Mandarin Chinese (Native), English (Fluent)
- Proficient in R, STATA, SPSS
- Familiar with SAS, ArcGIS, Matlab, Eviews, GAUSS, \LaTeX