

Alan (Yilan) Xu, Ph.D.

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(Last update: Sep. 2026)

Education

- ***Ph.D., Agricultural, Environmental, and Development Economics*** Aug. 2022
The Ohio State University (OSU) Columbus, OH
- ***Ph.D. Student, Agricultural Economics*** Aug. 2016 - Dec. 2017
University of Kentucky (UK) Lexington, KY
- ***M.Sc., Economics and Applied Econometrics*** May 2015
University of Delaware (UD) Newark, DE
- ***M.Sc., Statistics*** May 2013
University of North Carolina at Chapel Hill (UNC) Chapel Hill, NC
- ***B.Sc., Statistics*** Jul. 2011
Capital University of Economics and Business (CUEB) Beijing, China

Employment

- ***Assistant Professor of Agricultural Economics*** Jul. 2025 - Present
Fort Hays State University (FHSU) Hays, KS
- ***Postdoctoral Research Associate*** Jul. 2023 - Jul. 2025
Tuskegee University (TU) Tuskegee, AL
- ***Postdoctoral Research Scholar*** Aug. 2022 - Jun. 2023
Arizona State University (ASU) Mesa, AZ

Fields of Specialization

- ◆ **Primary:** Marketing and Consumer Economics, Behavioral and Experimental Economics
- ◆ **Secondary:** Environmental and Resource Economics
- ◇ **Research Interests:** Consumer Behavior, Sustainability, Food Marketing, Political Economics, Non-market Valuation, Discrete Choice Modeling, Tourism and Recreation

Peer-Reviewed Publications

1. **Xu A.**, Hu W., and Jiang Q. (2025) **Means and Ends Sustainability Nudges, Information Effects, and Consumer Restaurant Patronage.** *Agricultural Economics*, 56, 268–282. (IF: 4.5)
2. Boudreaux G., Lupi F., Sohngen B. and **Xu A.** (2023). **Measuring Beachgoer Preferences for Avoiding Harmful Algal Blooms and Bacterial Warnings.** *Ecological Economics*, 204, 107653. (IF: 6.5)
3. **Xu A.** (2022). **Air Pollution and Mediation Effects in Stock Market, Longitudinal Evidence from China.** *International Review of Financial Analysis*, 83, 102252. (IF: 8.2)

4. 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. (IF: 6.4)

Manuscripts Under Review

1. **Xu A.**, Chen R., and Higgins B., Carbon Reduction and Low-Carbon Technologies in Controlled Environment Agriculture: Do Consumers Care? [R&R](#) at *Australian Journal of Agricultural and Resource Economics*
2. **Xu A.**, Hu W., and Penn J., For the Common Good: The Extensive Margin of Implementing Sustainability Nudges in Restaurants. [R&R](#) at *Journal of Agricultural and Resource Economics*
3. **Xu A.**, Hu W. Range-Based Reference Prices in Consumer Choices: Preferences for Restaurant Sustainability Measures. [Under review](#) at *European Review of Agricultural Economics*
4. Hou Z., **Xu A.**, and Hu W., Turning for the Better Design and Preference Elicitation: Consumer Preferences for Restaurant Sustainability Practices. [Under review](#) at *American Journal of Agricultural Economics*
5. Baidoo P., Chen R., **Xu A.**, Assessing Public Willingness to Pay for Forest Ecosystem Services: Evidence from Alabama. [Under review](#) at *Journal of the Agricultural & Applied Economics Association*
6. **Xu A.**, Chen R. Where You Shop Matters: Consumer Choices and Self- vs. Altruistic Sustainability Messaging Across Food Retail Outlets. [Under review](#) at *Canadian Journal of Agricultural Economics*
7. Penn J., Ulucak R., Zuo N., **Xu A.**, Chen R. Effects of Extra Incentives on Respondent Effort and Attention in an Online Convenience Panel. [Under review](#) at *Agricultural and Resource Economics Review*
8. Varziri A., Chen R., **Xu A.** How Low-Carbon Claims Sell? Bundled Cues and Market Segmentation for Greenhouse Cherry Tomatoes. [Under review](#) at *Applied Economic Perspectives and Policy*

Selected Working Papers

1. **Xu A.**, Li Q. Food Moral Regimes and the Political Economy of Waste
2. **Xu A.**, Chen R. Heterogeneous Farmer Preferences of Post-Harvest Food Waste Reduction: A Discrete Choice Analysis in Southeastern US
3. **Xu A.**, Hu W. Singular Nudges for Diverse Outcomes or Diverse Nudges for Singular Outcomes: Consumer Behavior in Sustainability Promotion
4. **Xu A.**, Chen R. Transparency in Action: How Intrusiveness Levels Influence Consumer Perceptions of Sustainable Food Technologies
5. **Xu A.**, Ulucak R., Zuo N., Penn J., Chen R. College Students Willingness to Pay for Online Micro-credential Programs
6. Baidoo P., Chen R., **Xu A.** Prescribed-fire Messages and Their Effects on Forest Management Practices: Evidence from Alabama

7. Primos N., Chen R., **Xu A.** The Effect of Climate Change Perceptions on Willingness to Pay for Sustainable Food Attributes and Its Variation Across the U.S. Regions.
8. Jiang Q., Penn J., **Xu A.**, and Hu W. Instructional Choice Sets to Reduce Hypothetical Bias and Choice Randomness in Discrete Choice Experiments.
9. Boudreaux G., Lupi F., Sohngen B., and **Xu A.**, Great Lake Beach Visitor Preferences Toward Water Quality, Bacteria, and Harmful Algal Blooms.

Grants

1. **PI** “Paying for Cover Crops: A Behavioral Experiment on Subsidies, Beliefs, and Conservation Adoption” FHSU Undergraduate Research Experience Grant, 2026-2027, \$6,500
2. **Co-PI** “Scaling Local Water Conservation Success: Translating the City of Hays Water Stewardship Model to Kansas Communities” United States Geological Survey 104(b) Water Resources Research, 2026-2028, \$100,000

Teaching Experience

* “(**D**)” means a doctoral level course; “(**M**)” means a master level course.

† Delivery Modes: *Online*: No In-person Meeting; *Hybrid*: Half Online & Half In-person; Otherwise: Fully In-person Unless Specially Noted.

• Instructor of Record

- AGRI 860 *Organizational Behavior in Agricultural Business* (FHSU) (*Online*) (**M**)
Spring 2027, Spring 2026
- AGRI 850 *Strategic Planning* (FHSU) (*Online*) (**M**)
Summer 2027, Summer 2026
- AGRI 820 *Agricultural Risk Management* (FHSU) (*Online*) (**M**)
Fall 2026, Fall 2025
- AGRI 470 *Capstone in Agribusiness Management* (FHSU) (*Online*)
Spring 2026, Fall 2025
- AGRI 410 *Agricultural Finance* (FHSU) (*Online*)
Spring 2027, Fall 2026, Spring 2026, Fall 2025
- AGRI 311 *Farm Management* (FHSU) (*In-person & Online*)
Spring 2027, Fall 2026
- AGRI 211 *Marketing Farm Products* (FHSU)
Spring 2026, Fall 2025
- AGECE 0501 *Environmental Economics and Economic Planning* (TU) (**M**)
Fall 2024
- AGB 481 *Strategic Pricing in Food Markets* (ASU) (*Online*)
Spring 2023
- WPC 300 *Problem Solving and Actionable Analytics* (ASU) (*Hybrid*)
Fall 2022
- AEDECON 2580 *Feast or Famine: The Global Business of Food* (OSU)
Spring 2020 (*Virtual after Mar. due to COVID-19*), Spring 2019

• Guest Lecturer

AEDECON 8603 *Survey Methodology* (OSU) (**D**)
Spring 2022, Spring 2024

• Graduate Teaching Assistant

AEDECON 8102 *Advanced Applied Econometrics* (OSU) (**D**)
Fall 2020
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 <i>Economics of Public Policy Analysis</i> (OSU)	Fall 2019
AEDECON 3160 <i>Human Resource Management</i> (OSU)	Fall 2019, Spring 2021
AEDECON 2105 <i>Managerial Records and Analysis</i> (OSU)	Fall 2018
AEC 624 <i>Advanced Quantitative Methods in Agricultural Economics</i> (UK) (<u>M</u>)	Spring 2017
STOR 151 <i>Introduction to Data Analysis</i> (UNC)	Fall 2012, Spring 2013

Selected Presentations & Invited Seminars

- “Transparency in Action: How Intrusiveness Levels Influence Consumer Perceptions of Sustainable Food Technologies” Selected Paper, Agricultural & Applied Economics Association Annual Meeting, Kansas City, MO, Jul. 26-28, 2026
- “Where You Shop Matters: Consumer Sustainable Choices and Self vs. Altruistic Messaging Across Food Retail Outlets” Selected Paper, Southern Agricultural Economics Association Annual Meeting, Louisville, KY, Feb. 1-3, 2026
- “Carbon Reduction in Greenhouse Tomato Production” Selected Paper, Southern Economic Association 95th Annual Meeting, Tampa, FL, Nov. 22-24, 2025
- “Low-carbon Technologies for Greenhouse Cherry Tomatoes: Do Consumers Care?” Invited Seminar, GRACE Annual Symposium, University of Florida, Gainesville, FL, Mar. 27-28, 2025
- “Understanding Sustainable Consumer Behavior” Invited Seminar, Fort Hays State University, Hays, KS, Nov. 15, 2024
- “Consumer Attitudes to Sustainable Cherry Tomatoes” Invited Seminar, GRACE Fall 2024 Meeting of Auburn University, Auburn, AL, Sep. 6, 2024
- “Low-carbon Technologies in Greenhouse Tomato Production: Do Consumers Care?” Selected Paper, Agricultural & Applied Economics Association Annual Meeting, New Orleans, LA, Jul. 28-30, 2024
- “Why Sustainability Promotion Can Fail in Businesses?” Invited Seminar, University of Idaho, Moscow, ID, Oct. 4, 2023
- “Means and Ends Nudges, Information Effects, and Consumer Restaurant Patronage” Selected Paper, Agricultural & Applied Economics Association Annual Meeting, Washington D.C., Jul. 23-25, 2023
- “Empowering Communities: Unleashing Consumer Insights through Surveys and Experiments in Economic Research and Outreach” Invited Seminar, Tennessee State University, Nashville, TN, Jun. 6, 2023
- “Using Surveys and Experiments to Conduct Consumer Economics Research” Invited Seminar, University of Maryland Eastern Shore, Princess Anne, MD, Apr. 24, 2023
- “A Strategic Framework in Agribusiness, Food Entrepreneurship, and Value-added Agriculture” Invited Seminar, North Carolina A&T State University, Greensboro, NC, Apr. 19, 2023
- “A Choice Experiment of Restaurant Patron Preferences on Sustainability Promotions” Invited Seminar, California State University, Fresno, CA, Apr. 10, 2023
- “For the Common Good: The Extensive Margin of Implementing Sustainability Nudges in Restaurants” Invited Webinar, Arizona State University, Mesa, AZ, May 31, 2022

- “Successful Business Strategies for Small-scale Agriculture Producers” Invited Seminar, Eastern Kentucky University, Richmond, KY, May 12, 2022
- “For the Common Good: The Extensive Margin of Implementing Sustainability Nudges in Restaurants” Invited Seminar, Tennessee State University, Nashville, TN, Apr. 28, 2022
- “Willingness to Pay for Multi-Nation Certified Organic and Protected Eco-Origin Food Labels” Selected Paper, Agricultural & Applied Economics Association Annual Meeting, Austin, TX, Aug. 1-3, 2021
- “Do Peer’s Comments Matter to Farmers? Reference-dependent Choice for Rural Broadband Service” Selected Paper (accepted but withdrew), 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 & Invited Presentations Delivered by Coauthors

- “The Effect of Climate Change Perceptions on Willingness to Pay for Sustainable Food Attributes and Its Variation Across the U.S. Regions” Selected Paper, The 84th Annual Professional Agricultural Workers Conference, Montgomery, AL, Oct. 25-27, 2026
- “Prescribed-fire Messages and Their Effects on Forest Management Practices: Evidence from Alabama” Selected Paper, The 84th Annual Professional Agricultural Workers Conference, Montgomery, AL, Oct. 25-27, 2026
- “Who Buys What in Greenhouse Cherry Tomatoes? Evidence from Choice-based Market Segmentation” Selected Paper, 22nd Association of 1890 Research Directors (ARD) Biennial Research Symposium, New Orleans, LA, Mar. 28-31, 2026
- “Estimating Public Preferences for Forest Ecosystem Services in Alabama” Selected Poster, 22nd Association of 1890 Research Directors (ARD) Biennial Research Symposium, New Orleans, LA, Mar. 28-31, 2026
- “Framing Sustainability: Consumer Responses to Carbon, Intrusiveness, and Technology Attributes in Greenhouse Cherry Tomatoes” Selected Paper, Southern Agricultural Economics Association Annual Meeting, Louisville, KY, Feb. 1-3, 2026
- “Regional Differences in Climate Change Perceptions and Their Role in Valuing Sustainable Agriculture Products in the U.S.” Selected Paper, Southern Agricultural Economics Association Annual Meeting, Louisville, KY, Feb. 1-3, 2026
- “Public Preferences for Forest Ecosystem Services: Evidence from Alabama” Selected Paper, Southern Agricultural Economics Association Annual Meeting, Louisville, KY, Feb. 1-3, 2026

- “Framing Prescribed Fire in Forest Management: Evidence from a Discrete Choice Experiment” Selected Poster, Southern Agricultural Economics Association Annual Meeting, Louisville, KY, Feb. 1-3, 2026
- “Turning for the better design and preference elicitation: Consumer preferences for restaurant sustainability practices” Selected Paper, Agricultural & Applied Economics Association Annual Meeting, Denver, CO, Jul. 27-29, 2025
- “Instructional Choice Sets to Reduce Hypothetical Bias and Choice Randomness in Discrete Choice Experiments” Selected Paper, Agricultural & Applied Economics Association Annual Meeting, New Orleans, LA, Jul. 28-30, 2024
- “Valuing Forest Ecosystem Services: Public Preferences and Willingness to Pay in Alabama” Selected Poster, 21st Association of 1890 Research Directors (ARD) Biennial Research Symposium, Nashville, TN, Apr. 6-9, 2024
- “Why Some Sustainability Measures Fail in Reality: The Extensive Margin” Invited Seminar, Auburn University, October 6, 2023
- “[The Value of Lake Erie Beaches](#)” Invited Webinar, Ohio Sea Grant Freshwater Science Series, December 7, 2022
- “Why Measures Promoting Sustainability May Fail in Reality: The Extensive Margin” Invited Seminar, School of Environment and Natural Resources, The Ohio State University, January 20, 2022
- “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

Student Supervising Activities

• Graduate Students

Neema Primos, TU (Ph.D. Student, Mentor)

Fall 2024 - Present

Priscilla Baidoo, TU (Ph.D. Student, Mentor)

Fall 2025 - Present

Priscilla Baidoo, TU (Master Thesis Committee Member, Completed)

Fall 2023 -
Summer 2025

- **Undergraduate Students**

Soufiane Bouladhan, FHSU (Undergraduate Research)

Spring 2026 - Present

Johnny Jenkins, ASU (Barrett Honors Program)

Fall 2022

Services

- Academic Journal Reviewer (# of cases without counting reevaluation after revision; total = 22)
 - *Agribusiness: an International Journal* (5)
 - *Applied Economic Perspectives and Policy* (1)
 - *Australian Journal of Agricultural and Resource Economics* (1)
 - *Canadian Journal of Agricultural Economics* (1)
 - *Environment, Development and Sustainability* (9)
 - *International Review of Financial Analysis* (2)
 - *Journal of Agricultural and Applied Economics* (2)
 - *Research in International Business and Finance* (1)
- Academic Referee (e.g., 2020 (9) means 9 cases in 2020)
 - Selected Paper & Poster Abstract, Agricultural and Applied Economics Association Annual Meeting: 2020 (9); 2021 (10); 2023 (26); 2024 (32); 2025 (10); 2026 (10)
 - Selected Paper Abstract, Association of Environmental and Resource Economists Summer Conference: 2023 (5); 2024 (14)
- Track Session Organizer, Agricultural and Applied Economics Association Annual Meeting 2023, 2024
- Moderator, Agricultural and Applied Economics Association Annual Meeting 2019, 2023, 2024, 2026
- Session Discussant, Agricultural and Applied Economics Association Annual Meeting 2024
- Faculty Advisor, [North American Colleges and Teachers of Agriculture Judging Conference](#) 2026
- Quiz Bowl Judge, Agricultural and Applied Economics Association Annual Meeting 2025
- Policy Fellow, [Docking Institute of Public Affairs](#), FHSU Aug. 2025 - Present
- Alternate Departmental Representative, Faculty Senate, FHSU 2026 - Present
- Departmental Liaison, [Writing Across the Curriculum \(WAC\)](#), FHSU Nov. 2025 - Present
- Faculty Advisor, [Collegiate Farm Bureau Student Club](#), FHSU Aug. 2025 - Present
- Committee Member, Departmental Tenure & Promotion Committee, FHSU Sep. 2025 - Present
- Judge for FFA (Future Farmers of America) Competition, ASU 2023
- 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

Awards & Honors

- [Tiger Leaders Program](#), FHSU 2026
- Agricultural & Applied Economics Association Travel Grant 2023
- Graduate Student Travel Grant, Dep. of AEDE, OSU 2019
- Graduate Student Travel Grant, Dep. of Agricultural Economics, UK 2017
- People's Scholarship, CUEB 2010
- 2nd. Place of the Annual Statistical Modeling Contest, CUEB 2010

Memberships & Affiliations

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

Languages & Software Experience

- [Jianghuai Mandarin](#) (Native), [Beijing Mandarin](#) (Native), English (Fluent)
- Proficient in R, STATA, NLOGIT, SPSS
- Familiar with SAS, ArcGIS, Matlab, Eviews, GAUSS, $\text{\LaTeX}$