

Curriculum Vitae

XIANGHONG LI

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EDUCATION

Ph.D. Agricultural and Resource Economics, University of California, Davis, 2005.
M.S. Agricultural Economics, China Agricultural University, 1998.
B.S. Managerial Economics, China Agricultural University, 1995.

FIELDS OF INTEREST

Production Economics, Agricultural Trade and Policy, Agricultural and Commodity Marketing,
Development Economics, Applied Econometrics

PROFESSORIAL EXPERIENCE

2015 June– Present **Extension Associate**, Department of Agricultural Economics, Kansas State University.
2010– 2015 May **Adjunct Faculty**, Department of Agricultural Economics, Kansas State University.
2006– 2010 **Research Assistant Professor**, Department of Agricultural Economics, Kansas State University.
2005– 2006 **Research Associate**, Department of Agricultural Economics, Kansas State University.

TEACHING

Spring 2010 **Instructor**, Department of Agricultural Economics, Kansas State University
AGEC 605 - Price Analysis and Forecasting
Fall 2007 **Instructor**, Department of Agricultural Economics, Kansas State University
STAT 706 - Basic Elements in Statistics for Economics

Fall 2007 **Instructor**, Department of Agricultural Economics, Kansas State University
Review of Mathematics for Economists

2000-2004 **Teaching Assistant**, Department of Agricultural and Resource Economics,
University of California, Davis
*Econometrics, Mathematics for Economists, Quantitative Analysis for Business
Decisions, Economic Development, Financial Management, Intermediate
Microeconomics*

JOURNAL ARTICLES

Yan, H., H.H. Peterson, and X. Li. "Consumer Attitudes toward Farm Animal Welfare: the Case of Laying Hens." *Journal of Agricultural and Resource Economics* 38(3) (December 2013): 418-434.

Zheng, Y., X. Li, and H.H. Peterson. "In Pursuit of Safe Foods: Chinese Preferences for Soybean Attributes in Soymilk." *Agribusiness* 29(3) (July 2013):377-391.

Li, X., H.H. Peterson, and T. Xia. "U.S. Consumer Demand for Organic Fluid Milk by Fat Content." *Journal of Food Distribution Research* 43(March 2012):50-58.

Peterson, H.H., and X. Li. "Consumer Preferences for Product Origin and Processing Scale: The Case of Organic Baby Foods." *American Journal of Agricultural Economics* (January 2011): 590-596.

Xia, T., and X. Li. "Consumption Inertia and Asymmetric Price Transmission." *Journal of Agricultural and Resource Economics* 35(August 2010): 209-227.

Carter, C.A., and X. Li. "China's Horticultural Trade Patterns: Implications for World Markets." *Journal of International Agricultural Trade and Development*, 2005 (1): 1-15.

Carter, C.A., and X. Li. "Changing Trade Patterns in Major OECD Countries." *Applied Economics* 36(14) (August 2004): 1501-11.

Carter, C.A., and X. Li. "Implications of World Trade Organisation Accession for China's Agricultural Trade Patterns." *Australian Journal of Agricultural and Resource Economics*, 46(2) (June 2002): 193-207.

BOOK CHAPTER

Carter, C.A., and X. Li. "China's Horticultural Trade Patterns: Implications for World Markets" in Dragan Miljkovic ed., *New Topics in International Agricultural Trade and Development*. New York: Nova Science Publishers, Inc., 2006.

GRANT

“Consumer Preferences for HRW-based Asian-style and Instant Noodles.” Kansas Wheat Commission, 2015-2016, \$9,500 (Co-PI: Tian Xia).

“The Impacts of Imports and Consolidation on the U.S. Organic Food System.” National Research Initiative Markets and Trade Program, USDA, 2008-2010, \$300,000 (Co-PI: Hikaru Hanawa Peterson).

Manuscripts

Li, X., H.H. Peterson, and T. Xia. “Demand for Organic Milk across Marketing Channels.” To be submitted to *Agricultural and Resource Economics Review*.

Yan, H., H.H. Peterson, and X. Li. “Consumer Responses to Multiple and Superfluous Labels in the Case of Eggs.” Submitted to *Journal of Food Distribution Research*.

EXTENSION AND OUTREACH ACTIVITIES

Design and conducted 2015 Kansas Pasture Survey, 2015 June- 2015 December.

Developed new rating models for an Umbrella Insurance product. 2010. (worked with private sector to develop insurance products).

Review of “Actual Revenue History (ARH) Dry Pea and Lentil Pilot Crop Insurance Program” for the Board of Directors, Federal Crop Insurance Corporation. 2009. (with G.A. Barnaby).

Review of “Actual Revenue History (ARH) Sugar Beet Pilot Crop Insurance Program” for the Board of Directors, Federal Crop Insurance Corporation. 2009. (with G.A. Barnaby).

Review of “Actual Revenue History (ARH) Naval Orange Pilot Program” for the Board of Directors, Federal Crop Insurance Corporation. 2009. (with G.A. Barnaby).

Developed new rating models for genetically engineered crop. 2008. (worked with private sector to develop insurance products).

“Energy Use in the Kansas Agricultural Sector”, 2006 (with K. Dhuyvetter, T. Kastens, J. Mintert, and R. Nelson).

“The Effects of Farm Bill on Kansas Farm Income”, 2006 (with A. Barkley, T. Dumler, M. Langemeier, B. Lubben, and M. Woolverton).

PRESENTATIONS AND CONFERENCE PAPERS

Xia, T. and X. Li. "Why Do Manufacturers of Leading National Brands Produce Private Labels for Food Retailers?" Selected poster. Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA, July 2015.

Xia, T. and X. Li. "Successive Market Power and Contracts of Finished Products." Selected poster. Agricultural and Applied Economics Association Annual Meeting, Minneapolis, MN, July 2014.

Peterson, H.H. and X. Li. "Retail Outlet Selection And Preferences For Private Labels: The Case of Milk." Presented paper at the Western Agricultural Economics Association annual meeting, Monterey, California, June 2013.

Heng, Y., H.H. Peterson, and X. Li. "Consumers' Preferences for Farm Animal Welfare: the Case of Laying Hen." Selected Paper at the Agricultural and Applied Economics Association annual meeting, Seattle, WA, August 2012.

Li, X., H.H. Peterson, T. Xia. "U.S. Consumer Demand for Differentiated Eggs." Selected Poster, 2012 AAEA Annual Meeting. Seattle, WA, August 12-14, 2012.

Li, X. and H.H. Peterson. "The Evolving Demand for Organic Milk." Presented Paper at the Food Distribution Research Society annual conference, Portland, OR, October 2011.

Zheng, Y., X. Li, and H.H. Peterson. "Consumer Preferences for Attributes of Organic Processed Foods: The Case of Soymilk in the United States." Selected Poster at the Agricultural and Applied Economics Association annual meeting, Pittsburgh, PA, July 2011.

Zheng, Y., H.H. Peterson, and X. Li. "In Pursuit of Safe Foods: Chinese Preferences for Soybean Attributes in Soymilk." Selected Paper at the Western Agricultural Economics Association annual meeting, Banff, Canada, June 2011.

Peterson, H.H. and X. Li. "Consumer Preferences for Product Origin and Processing Scale: The Case of Organic Baby Foods." Presented at Agricultural and Applied Economics Association Annual Meeting, Denver, July 2010.

Xia, T. and X. Li. "Consumption Inertia and Asymmetric Price Transmission." Selected paper. Presented at Agricultural and Applied Economics Association Annual Meeting, Milwaukee, July 2009.

Li, X. and H.H. Peterson. "The Impacts of Imports and Consolidation on the U.S. Organic Food System." Poster presented at the USDA-CSREES Agribusiness Markets and Trade Project Directors meeting, Milwaukee, WI, July 2009.

Xia, T. and X. Li. "Nontraditional Food Retailers and Market Concentration: Different Implications for Producers and Consumers." Selected poster, American Agricultural Economics Association Annual Meeting at Orlando, Florida, July 2008.

Li, X. and C.A. Carter. "Administration and Trade Liberalization: the Impacts of Tariff Quota Implementation on Market Access." Selected Paper, American Agricultural Economics Association Annual Meeting, July 2005.

Carter, C.A. and X. Li. "China's Horticultural Trade Patterns." WCC-101, Portland, Oregon, April 2003.