

# DONGHYUN MOON

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332 Waters Hall ◊ Dept. of Agricultural Economics ◊ Kansas State University

## EDUCATIONS

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| <b>Kansas State University</b>   | Manhattan, KS            |
| · Ph.D. in Economics   | Expected May 2020        |
| · Dissertation: <i>Essays on Attribute Inattention Choice Behavior</i>               |                          |
| · Committee: Glynn T. Tonsor (Chair), Ted C. Schroeder, Tian Xia, and Yoonjin Lee.   |                          |
| <b>Sungkyunkwan University</b>   | Seoul, Republic of Korea |
| · M.A. in Economics  | February 2012            |
| · Thesis: <i>A Study on Consumers Willingness to Pay for Carbon Labeled Products</i> |                          |
| <b>Dongguk University</b>  | Seoul, Republic of Korea |
| · B.A. in Economics (and B.A. in International Trade)                                | August 2009              |

## EMPLOYMENTS

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|---|---------------------------|
| <b>Kansas State University</b>                      | Manhattan, KS             |
| · Graduate Research Assistant                       | August 2016 - Present     |
| <b>Korea Rural Economic Institute</b>               | Seoul, Republic of Korea  |
| · Researcher  | August 2011 - August 2015 |
| · Intern Researcher                                 | June 2009 - February 2010 |
| <b>Sungkyunkwan University</b>                      | Seoul, Republic of Korea  |
| · Graduate Research Assistant                       | March 2010 - July 2011    |
| · Graduate Teaching Assistant (Undergraduate Level) |                           |
| Microeconomics and Environmental Economics          | Spring 2011               |
| Macroeconomics and Resource Economics               | Fall 2010                 |

## INTEREST FIELDS FOR RESEARCH

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Consumer Behavior and Preferences, Food Policy, Environmental Policy, and Analysis of Decision Making Strategy

## PEER-REVIEWED JOURNAL ARTICLES

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1. Moon, D. and G. T. Tonsor. 2020. "How Do E. Coli Recalls impact cattle and beef prices?". *Journal of Agricultural and Resource Economics* 45(1). Forthcoming. (Accepted on May 2019)
2. Kim, C., H. Jeong, D. Moon, and J. Han. 2015. "An Analysis of the Factors Affecting Farmers' Recognition and Acceptance on Sustainable Agriculture". *Korean Journal of Organic Agriculture* 23(2):247-265. Korean Association of Organic Agriculture.

3. Jeong, H., C. Kim, and D. Moon. 2014. "An analysis of impacts of climate change on rice damage occurrence by insect pests and disease". *Korean Journal of Environmental Agriculture* 33(1): 52-56. Korean Society of Environmental Agriculture.
4. Jeong, H., C. Kim, and D. Moon. 2013. "Impacts of Abnormal Weather Factors on Rice Production". *Climate Change Research* 4(4): 317-330. Korean Society of Climate Change Research.
5. Jeong, H. and D. Moon. 2013. "Research on farming practice change of low-pesticide farmers". *Korean Journal of Organic Agriculture* 21(2):139-155. Korean Association of Organic Agriculture.
6. Kim, C. and D. Moon. 2013. "Policy Priority of Green Growth in Agriculture and Rural Sectors Using the Analytic Hierarchy Process (AHP)". *Rural Economy* 35(5): 45-64. Korea Rural Economic Institute.
7. Jeong, H., C. Kim, and D. Moon. 2012. "Analysis of Contribution of Environment-Friendly Agricultural Products to Health Promotion". *Korean Journal of Organic Agriculture* 20(2):125-142. Korean Association of Organic Agriculture.

## WORKING PAPERS

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1. Moon, D. and G. T. Tonsor. "Out of sample Validity of RRS Approach".
2. Moon, D. and G. T. Tonsor. "Incorporating Choice Heuristics in Analysis of Decision Making".
3. Moon, D., K. Lee, and C. Kim. 2015. "Measuring Willingness to Pay for  $CO_2$  Information on Consumption Goods in Korea". WP 2015-13. Sungkyun Institute of Economic Research. Sungkyunkwan University.

## WORKS IN PROGRESS

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1. "Food Store Choice: Where do people purchase milks in the U.S.?" with Glynn T. Tonsor.

## RESEARCH REPORTS (SELECTED)

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1. Jeong, Hak-Kyun, Hyu-njung Lee, and Dong-Hyun Moon. 2018. *Recent Policies for Mitigating Climate Change in the Agrifood Sector in the UK, Australia, and Japan*. R861-2. Korea Rural Economic Institute.
2. Kim, Chang-Gil, Hak-Kyun Jeong, Ji-Yun Park, and Dong-Hyun Moon. 2016. *Economic Effects of Measures to Adapt to Climate Change in Agriculture*. Korea Rural Economic Institute.
3. Kim, Chang-Gil, Hak-Kyun Jeong, Young-Ah Lim, and Dong-Hyun Moon. 2015. *The Fundamental Research for Development of Impacts Analysis Model of Climate Change on Agriculture*. Korea National Research Council for Economics, Humanities and Social Sciences.
4. Kim, Chang-Gil, Hak-Kyun Jeong, Yoon-Hyung Kim, Jong-Jin Kim, Sang-Min Lee, Dong-Hyun Moon, and Mun-Su Lee. 2015. *Impacts Analysis of Climate Change of Agriculture, Forestry, Fisheries and Food Sectors and Establishing Model of Impacts Assessment*. Korea Rural Economic Institute.
5. Kim, Chang-Gil, Hak-Kyun Jeong, and Dong-Hyun Moon. 2014. *Establishment of Sustainable Agriculture System in Korea (2/2)*. Korea Rural Economic Institute.
6. Kim, Yean-Jung, Hyun-Tae Park, Hye-Sung Han, Dong-Hyun Moon, and Soo-Hyun Lim. 2014. *An Analysis of Management Status for the Major Greenhouse Horticultural Crops in Types of Heating Facilities (2/2)*. Korea Rural Economic Institute.

7. Jeong, Hak-Kyun, Chang-Gil Kim, and Dong-Hyun Moon. 2014. *An analysis of the Potential to Reduce Greenhouse Gas Emission in Agrifood Sector and Strategies to Achieve the Reduction Goal*. Korea Rural Economic Institute.
8. Kim, Yean-Jung, Si-Hyun Park, Chang-Yong Kang, Jong-Jin Kim, Jae-Hun Sim, Hye-Sung Han, and Dong-Hyun Moon. 2013. *The Current Status of Energy Use and Policy in Agriculture and Rural Communities (1/2)*. Korea Rural Economic Institute.
9. Kim, Chang-Gil, Hak-Kyun Jeong, Yoon-Hyung Kim, Jong-Jin Kim, and Dong-Hyun Moon. 2013. *Establishment of Sustainable Agriculture System in Korea (1/2)*. Korea Rural Economic Institute.
10. Jeong, Hak-Kyun and Dong-Hyun Moon. 2013. *Response Strategy to the Abolishment of Low-Pesticide Agricultural Product Certification*. Korea Rural Economic Institute.
11. Kim, Chang-Gil, Hak-Kyun Jeong, Jeong-Seung Kim, and Dong-Hyun Moon. 2013. *Introducing Direct Payment Program for Low-Carbon Farming Practices and Creating an Action Plan Guideline*. Korea Rural Economic Institute.
12. Kim Chang-Gil, Hak-Kyun Jeong, and Dong-Hyun Moon. 2012. *Valuation of Organic Farming Technologies and Demand Projections for Its New Technology*. Korea Rural Economic Institute.
13. Kim Chang-Gil, Hak-Kyun Jeong, Suk-Ho Han, Jeong-Seung Kim, and Dong-Hyun Moon. 2012. *Impacts and Countermeasures of Climate Change on Food Supply in Korea*. Korea Rural Economic Institute.
14. Kim Chang-Gil, Hak-Kyun Jeong, and Dong-Hyun Moon. 2012. *Production and Consumption Status and Market Prospects for Environmentally-Friendly Agri-Foods*. Korea Rural Economic Institute.
15. Kim Chang-Gil, Hak-Kyun Jeong, Yoon-Hyung Kim, Tae-Hoon Kim, and Dong-Hyun Moon. 2011. *Strategies for Agriculture, Food, Forestry and Fishery Industries against Climate Change*. Korea Rural Economic Institute.
16. Kim Chang-Gil, Hak-Kyun Jeong, Yoon-Hyung Kim, Tae-Hoon Kim, and Dong-Hyun Moon. 2011. *Establishment of System for Managing Agri-Environmental Resources Using Agri-Environmental Indicators*. Korea Rural Economic Institute.
17. Kim Chang-Gil, Hak-Kyun Jeong, Jeong-Kyung Jang, Hoe-Min Kwon, and Dong-Hyun Moon. 2009. *Improving Direct Payment Systems for Environmentally-Friendly Agriculture and Introducing Environmental Cross Compliance*. Korea Rural Economic Institute.

## CONFERENCE PARTICIPATION

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1. Moon, D., K. Lee, and C. Kim. Jul 2012. "Measuring Willingness to Pay for CO<sub>2</sub> Information on Consumption Goods in Korea". 148th Session of the 87th Annual Conference of WEAI. San Francisco, CA. U.S.

## AWARDS AND HONORS

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| 1. Recognition for Creative and Innovative Staff<br>Korea Rural Economic Institute                    | March 2015    |
| 2. The Recognition for Excellent Staff<br>Korea Rural Economic Institute                              | December 2014 |
| 3. Excellence Award, Best Thesis Contest in Economics<br>School of Economics. Sungkyunkwan University | February 2012 |

