

WENYING LI

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<https://sites.google.com/view/wenying>

EMPLOYMENT

Assistant Professor Department of Agricultural Economics and Rural Sociology, Auburn University

Duty Assignment: 60% Research, 40% Teaching (Tenure-track) 8/2020 – present

EDUCATION

Ph.D. Agricultural and Applied Economics, University of Georgia 8/2015 – 5/2020

M.S. Financial Statistics, London School of Economics and Political Science (LSE) 9/2013 – 8/2014

B.S. Finance, Renmin University of China 9/2009 – 6/2013

Exchange, University of Manchester 9/2011 – 6/2012

FIELDS OF SPECIALIZATION

Applied Microeconomics; Household Economics; Scanner Data;

Agricultural Marketing and Policy Analysis; Economics of Food, Health, and Nutrition

HONORS AND AWARDS

1. Outstanding Publication Award, College of Agriculture and Alabama Agricultural Experiment Station, Auburn University, 2024
2. Best Publication Award, Health Economics Section, Agricultural & Applied Economics Association, 2023
3. Best Economics Paper in Food Safety and Nutrition, Agricultural & Applied Economics Association, 2022
4. Final Champion, and Winner of the First and Second Interim Challenges, Food for Thought: Using NLP and Machine Learning to Link Food and Nutrition Databases, 2022 (Award \$50,000)
5. Outstanding AJAE Article Award, Agricultural & Applied Economics Association, 2021
6. First Place, Job Market Paper Competition, Southern Agricultural & Applied Economics Association, 2020

REFEREED JOURNAL PUBLICATIONS

IN ECONOMICS OF FOOD, HEALTH, AND NUTRITION (+ Student Co-author, * Corresponding Author)

1. +Liang, W., +Hua, Y., +Sivashankar, P., & *Li, W. (2024). "Divergence in Global Food Expenditure Patterns: In-sights from Lower-Income Countries" Nature Food, 5, 592-602

▪ **Award:** Outstanding Publication Award, College of Agriculture and Alabama Agricultural Experiment

Station, Auburn University, 2024

2. Han, X., Li, W., & Wang, H. (2024) "A Burning Issue: Wildfire Smoke Exposure, Retail Sales, and Demand for Adaptation in Healthcare" Environmental and Resource Economics, 87, 3011-3039
3. *Chen, R., +Adu, D., Li, W., & Wilson N. (2024) "Virtual Water Trade: Does Bilateral Tariff Matter?" Ecological Economics, 222, 108216
4. +Liang, W., *Li, W., Li, Q., & Zhao, S. (Forthcoming). "Intrahousehold Resource Allocation and Child Food Poverty in the United States" Review of Economics of the Household
5. +Adu, D., Sawadgo, W., & *Li, W. (Forthcoming) "Trade and Development Implications of the U.S. African Growth and Opportunity Act", Applied Economics
6. +Adu, D., Sawadgo, W., & *Li, W. (2024) "U.S. Trade Policy and Public Health: Heterogeneous Effects from the North American Free Trade Agreement", Public Health Nutrition, 27(1), e165
7. +Gao, S., Cuffey, J., Li, G., & *Li, W. (2024) "Diet in China during Substantial Economic Growth: Quality, Inequality, Trends, and Determinants", China Economic Review, 86, 102208
8. +Adjei, E., +Zhang, J., Sawadgo, W., & *Li, W. (2024) "Nonlinear Effects of Conservation Reserve Program Rental Rates on Land Enrollment under Varying Crop Price Regimes", Applied Economic Perspectives and Policy, 46(3) 1038-1064
9. Wang, L., Zheng, Y., & *Li, W. (2024) "Does the Advertising of Plant-based Burger Attract Meat Consumers? The Influence of New Product Advertising on Consumer Responses", Agribusiness, 40(3), 680-698
10. +Deb, P., & *Li, W. (2024) "Asymmetric Price Volatility Spillover Between Capture Fisheries and Aquaculture Markets", Aquaculture Economics & Management, 28(1), 56-81
11. Cuffey J., Chanerides L., Li, W., & Zhao. S. (2024) "Consumer Spending on Plant-Based Meat Alternatives" Choices Magazine, Quarter 3, 39(3)
12. Cuffey, J., Yu, Y., Li, W., & *Miao, R. (2023) "Retail Food Environment and Household Food Waste: An Empirical Study", Food Policy, 117, 102457
13. +Adu, D., *Li, W. & Sawadgo, W. (2023) "Estimating the Unintended Impact of North American Free Trade Agreement on the U.S. Public Health", Social Science & Medicine, 333, 116140
 - **Award:** Best Publication Award, Health Economics Section, Agricultural & Applied Economics Association, 2023
14. +Deb P., Assogba P. Noel., & *Li, W. (2023) "Price Volatility Modelling for Lumber Futures Market: A

GARCH-MIDAS Approach" Forest Science, 69(5), 510-519

15. Cuffey, J., Chenarides, L. Li, W., & *Zhao, S. (2023). "Consumer Spending Patterns for Plant-based Meat Alternatives" Applied Economic Perspectives and Policy, 45(1), 63-85.
 - **Media Coverage:** FOX28, AAEA Press Release
16. Li, W., *Finkelstein, E. A., & Zhen, C. (2022). "Intended and Unintended Consequences of Salient Nutrition Labels" American Journal of Agricultural Economics, 104 (2), 853-872.
 - **Award:** Best Economics Paper in Food Safety and Nutrition, Agricultural & Applied Economics Association, 2022
 - **Media Coverage:** Auburn Agriculture
17. *Dorfman, J. H., Li, W., & Zhang, J. (2022). "Are Declining Auction Prices a Result of Bidder Behavior or Auctioneer Strategy? Evidence from Cattle Auctions" Journal of the Agricultural and Applied Economics Association, 1 (4), 459-475.
18. *Cuffey, J., Li, W., Sawadgo, W., & Rabinowitz, A. (2021). "Cross-Hedging in the Classroom: Engaging Students in Developing Scholarly Extension Output" Applied Economics Teaching Resources, 4(2), 59-68.
19. Li, W., & *Dorfman, J. H. (2021). "Intrahousehold Economies of Scale with Application to Food Assistance and Work Incentive Programs" American Journal of Agricultural Economics, 103(4), 1251-1267.
 - **Award:** Outstanding AJAE Article Award. Agricultural & Applied Economics Association, 2021.
 - **Media Coverage:** The Atlantic, AAEA Press Release, The Season.
20. Li, W., Zhen, C., & *Dorfman, J. H. (2020) "Beauty Burst during Economic Decline: An Empirical Test of the Lipstick Effect" Applied Economics, 52(25), 2694-270.
21. Li, W., & *Dorfman, J. H. (2019). "The Implications of Heterogeneous Habit in Consumer Beverage Purchases on Soda and Sin Taxes" Food Policy, 84, 111-120.
22. Li, W., Li, Y., & *Dorfman, J. (2019). "Dynamically Changing Cattle Market Linkages with Supply-Side-Controlled Transitions" Journal of Agricultural and Applied Economics, 51(3), 472-484.
23. *Finkelstein, E. A., Li, W., Melo, G., Strombotne, K., & Zhen, C. (2018). "Identifying the Effect of Shelf Nutrition Labels on Consumer Purchases: Results of a Natural Experiment and Consumer Survey" The American Journal of Clinical Nutrition, 107(4), 647-651.

COLLABORATIVE PUBLICATIONS

(+ Student Co-author, * Corresponding Author)

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24. +Liang, W., & *Li, W. (2023) "Impact of Internet Usage on the Subjective Well-being and Social Mobility

of Urban and Rural Households: Evidence from Vietnam" Telecommunications Policy, 47(3), 102518

25. ⁺Adjei, E., Li, W., Narine, L., ^{*}Zhang, Y. (2023) "What Drives Land Use Change in the Southern U.S.? A Case Study of Alabama" Forests, 14(2), 171.
26. ⁺He, M., ^{*}Li, W., Via, B. K., & Zhang, Y. (2022). "Nowcasting of Lumber Futures Price with Google Trends Index Using Machine Learning and Deep Learning Models" Forest Products Journal, 72(1): 11-20.
27. ⁺He, M., ^{*}Li, W., Smidt M. & Zhang, Y. (2022). "What Drives the Change in Employment in the US Logging Industry? A Directed Acyclic Graph Approach" Forest Products Journal, 72(4), 265–275.
28. ⁺He, M., Smidt M., Li, W., & ^{*}Zhang, Y. (2021). "Logging Industry in the United States: Employment, Firms, Technology, and Profitability" Forests, 12(12), 17205.

REFEREED OUTREACH AND TECHNICAL REPORTS

(⁺ Student Co-author, ^{*} Corresponding Author)

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29. ⁺Hou, P., ⁺Shen, B., Kong, X., Sawadgo, W., & ^{*}Li, W., "2024 Q1 Agricultural Trade Series: US-China Trade Trends and Opportunities for Alfalfa Exports" with, Oct. 2024. Plains Press: Highlights in Agricultural Research
 30. ⁺Syribey, M., ⁺Folds, R., ⁺Sasser, N., ⁺Barrontine, B., Cuffey, J., Li, W., & ^{*}Sawadgo, W. "Marketing Tools: Cross-Hedging." The Alabama Cooperative Extension System (Alabama A&M University and Auburn University). Report No. ANR-2809. July 2021
 31. ⁺Knipper, A., ⁺Bansal, N., Zheng, J., Li, W., & ^{*}Karmaker, S. "Food for Thought: First Place Winners – Auburn Big Data." Real World Data Science, August 21, 2023.
 - **Award:** Final Champion, and Winner of the First and Second Interim Challenges for Food for Thought Data Challenge: Using NLP and ML to Link Food and Nutrition Databases, 2022.

RESEARCH SUPPORT (ROLE AS PI OR CO-PI; TOTAL = \$1.4 MM AUBURN SHARE=\$0.8 MM)

EXTERNAL SUPPORT

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|--|--------------------------|
| 1. USDA-2023-09186 (Role: Co-PI) | 10/1/2024 – 9/30/2027 |
| National Institute of Food and Agriculture, USDA | \$499,135 |
| Strengthening Food Systems in an Era of Extreme Weather | \$160,000 (Auburn Share) |
| Collaborators: Jingfang Zhang (PI, Alcorn State), Haoluan Wang (PI, Miami) | |
| 2. USDA-2023-67024-39498 (Role: PI) | 5/1/2023 – 4/30/2026 |
| National Institute of Food and Agriculture, USDA | \$649,716 |
| Equivalence Scale, Poverty Measurement, and Public Policy | \$402,825 (Auburn Share) |

Collaborators: Jeffrey Dorfman (Co-PI, UGA), Samir Huseynov (Co-PI, Auburn)

3. UC DAVIS-A22-2490-S003 (Role: PI) 8/1/2022 – 7/31/2024
The Gifford Center for Population Studies - UC Davis \$74,735
Decomposing Socio-economic Dietary Inequalities in the United States \$74,735 (Auburn Share)
Collaborators: Joel Cuffey (Co-PI, Auburn)
4. USDA-FX22TA-10960R025 (Role: Single PI) 9/1/2022 – 8/31/2024
U.S. Department of Agriculture, Foreign Agricultural Service (FAS) \$49,664
Spatial Price Transmission of Agricultural Products from Global to Domestic Markets: Evidence from a Developing Country \$49,664 (Auburn Share)
5. USDA-FX22TA-10960R022 (Role: Single PI) 9/1/2022 – 8/31/2024
U.S. Department of Agriculture, Foreign Agricultural Service (FAS) \$47,659
Convergence in Food Demand. Do Middle-income Countries Follow High-income Trend? \$47,659 (Auburn Share)

INTERNAL SUPPORT

1. Indexing Dietary Inequalities in the United States (Role: Co-PI) 1/1/2023 – 12/30/2025
Alabama Agricultural Experiment Station \$50,000
Collaborators: Wendiam Sawadgo (PI, Auburn)
2. Tree shade on summertime electricity consumption 9/1/2024 – 8/31/2025
Pilot 4 Research Support Program (RSP), Auburn University \$25,000
Collaborators: Yaoqi Zhang (PI, Auburn)

TEACHING

1. AGECE 3200 Quantitative Methods II (Auburn, Undergraduate)
Description: The course covers mathematical and econometric models for the quantitative analysis of problems in food, agricultural, development and resource/environmental economics. It has been redesigned to better prepare undergraduate students for graduate school and job interviews.
2. AGECE 7690 Micro-econometrics I (Auburn, Ph.D.)
Descriptions: The materials include linear regression analysis, generalized method of moments, maximum likelihood estimation, and panel data models. These topics are also expanded to include time series analysis, limited dependent variable models, and nonparametric methods to ensure that students gain a

thorough grounding in both traditional and cutting-edge econometric techniques, equipping them with the skills necessary for advanced research and professional applications in economics.

3. AGECE 8690 Micro-econometrics II (Auburn, Ph.D.)

Descriptions: The course focuses on the implementation and interpretation of econometric models, along with the microeconomic foundations underlying these models. The materials covered will include instrumental variables, difference-in-differences, regression discontinuity designs, propensity score matching, and randomized control trials. Additionally, the course explains structural econometric model methods, such as dynamic programming, discrete choice models, equilibrium models, and structural identification providing a comprehensive understanding of how these advanced techniques can be applied to analyze complex economic phenomena.

STUDENTS AND VISITING SCHOLARS

- **Chair of Thesis and Final Defense Committee**

1. Prokash deb Palash (Ph.D., 2025)
2. Siqi Gao (Ph.D., 2025)
3. Yunei Hua (Ph.D., 2026)
4. Kai Ling (Ph.D., 2026 – Co-chair with Dr. Sunjae Won)
5. Peibin Hou (Ph.D., 2028)
6. Falin Sun (Ph.D., 2028)

- **Member of Thesis and Final Defense Committee**

1. Ummey Honey (Ph.D., 2024.)
2. Pathmanathan Sivashankar (Ph.D. 2024)
3. Michael McIntosh (Ph.D. 2025)
4. Derick Adu (Ph.D., 2024. Assistant Professor, Alcorn State University)
5. Candace Lantz (Master, 2023. Ph.D. student, University of Florida)
6. Ekene Aguegbah (Ph.D., 2023. Risk Analyst, Capital One)
7. Eugene Adjei (Ph.D., 2023. Postdoctoral Associate, University of Saskatchewan)
8. Mingtao He (Ph.D., 2022. Assistant Professor, South China Agricultural University)
9. Abhipsita Das (Ph.D., 2022. Assistant Professor, Alabama State University)
10. Kumuditha Liyanage (Ph.D., 2022. Postdoctoral Associate, Tennessee State University)
11. Perceval Assogba (Ph.D., 2021. Assistant Professor, University of Tennessee, Knoxville)
12. Adrian Turrisi (Master, 2022. Risk Management Agency - USDA)

- **Visiting Scholar Hosted**

1. Huiying Jia (Associate Professor, Wuhan Textile University)
2. Zuyi Cao (Associate Professor, Huazhong Agricultural University)
3. Wanqi Liang (Ph.D., Huazhong Agricultural University, 2024)
4. Zhina Wang (Ph.D., Huazhong Agricultural University, 2022)

PROFESSIONAL SERVICES

- Committee Member, Job Market Paper Competition, SAEA Annual Meeting (2023 - present)
- Topic Leader, Health Economics Section, AAEA Annual Meeting (2023 - 2024)
- Academic Seminar Organizer, Department of Agricultural Economics and Rural Sociology, Auburn (2020 - present)
- Search Committee Member, Department Head, Department of Agricultural Economics and Rural Sociology, Auburn (2024)
- Search Committee Member, Assistant Professor of International Economics, Department of Agricultural Economics and Rural Sociology, Auburn (2023, 2022)
- Search Committee Member, Assistant Professor of Production Econometrics, Department of Agricultural Economics and Rural Sociology, Auburn (2021)
- Search Committee Member, Visiting Assistant Professor, Department of Agricultural Economics and Rural Sociology, Auburn (2020)

ACADEMIC REFEREE SERVICES

- Journals: American Journal of Agricultural Economics (2022, 2023×2, 2024×3, 2025), Food Policy (2019, 2021×2), Applied Economic Perspectives and Policy (2021, 2024×2), Journal of the Agricultural & Applied Economics Association (2022, 2023×2, 2024×3), Journal of Agricultural and Resource Economics (2024), Ecological Economics (2022), Review of Economics of the Household (2025), China Economic Review (2024), Agribusiness: An International Journal (2023), Applied Economics (2022, 2023), Journal of Agricultural and Applied Economics (2024), Forest Policy and Economics (2025), Small-scale Forestry (2021), Agricultural Finance Review (2020), Applied Economics Teaching Resources (2023, 2024), Choices (2023, 2025)
- Grants: USDA NIFA Agriculture Economics and Rural Communities: Markets and Trade Program Panel (2021), USDA Agriculture Marketing Service (AMS) Regional Food Systems Partnership Panel (2021)
- Conference: AAEA Annual Meeting (2022, 2023, 2024), AAEA & WAEA Annual Meeting (2021)

PRESENTATION/SEMINAR TALKS

1. “Revising Income Eligibility for the National School Lunch Program: Analyzing Indifference Scales in Households with Children” Paper presented at Agricultural and Applied Economics Association Meeting, New Orleans, LA, July 2024
2. “A Burning Issue: Wildfire Smoke Exposure, Retail Sales, and Demand for Adaptation” Paper presented at Harvard Climate Economics Pipeline Workshop, Cambridge, MA, June 2024 (Presented by Co-Author)
3. “Forecasting Revisions to U.S. Jobs Report Data” Paper presented at Triangle Econometrics Conference at Raleigh, NC, April 2024 (Presented by Co-Author)
4. “A Burning Issue: Wildfire Smoke Exposure, Retail Sales, and Demand for Adaptation” Paper presented at Heartland Environmental and Resource Economics Workshop at Illinois, Urbana-Champaign, IL, October 2023 (Presented by Graduate Student)
5. “A Burning Issue: Wildfire Smoke Exposure, Retail Sales, and Demand for Adaptation” Paper presented at CU Environmental and Resource Economics Workshop, Vail, CO, September 2023 (Presented by Graduate Student)
6. “Efficient Dimension Reduction: Addressing Aggregation Bias in Large Consumer Demand Systems” Paper presented at Department of Mathematics & Statistics, Auburn University, AL, August 2023
7. “The Economics of Multi-Labeling in the Food Industry: Evidence from Certified Organic and Non-GMO Labels” Paper presented at Agricultural and Applied Economics Association Meeting, Washington, DC, July 2023 (Presented by Co-Author)
8. “Global Food Price Volatility Spillover from International to Domestic Markets” Paper presented at Agricultural and Applied Economics Association Meeting, Washington, DC, July 2023 (Presented by Graduate Student)
9. “The Determinants of Plant-Based Meat Alternative Purchases in the U.S.: A Double Hurdle Latent Class Approach” Paper presented at Agricultural and Applied Economics Association Meeting, Washington, DC, July 2023 (Presented by Graduate Student)
10. “Impact of Market Sentiment Around USDA Announcements on Agricultural Commodity Markets” Poster presented at Agricultural and Applied Economics Association Meeting, Washington, DC, July 2023 (Presented by Co-Author)
11. “Convergence in Food Demand: Do Middle-Income Countries Follow High-Income Countries?” Poster presented at Agricultural and Applied Economics Association Meeting, Washington, DC, July 2023 (Presented by Graduate Student)

12. “Dietary Inequality in China: Trends and Determinants” Poster presented at Agricultural and Applied Economics Association Meeting, Washington, DC, July 2023 (Presented by Graduate Student)
13. “Intrahousehold Inequality, Poverty Rates, and Food Assistance Programs: Implications for Households and Individuals in Need.” Paper presented at Department of Agricultural and Applied Economics, Virginia Tech University, VA, March 2023
14. “Intrahousehold Inequality, Poverty Rates, and Food Assistance Programs: Implications for Households and Individuals in Need.” Paper presented at Department of Agricultural Economics and Rural Sociology, Auburn University, AL, February 2023
15. “Impact of Internet Usage on the Subjective Well-being and Social Mobility of Urban and Rural Households: Evidence from Vietnam” Paper presented at Asian Development Bank Institute (ADBI) Conference, Tokyo, Japan, August 2022 (Presented by Graduate Student)
16. “The Effect of Crop Prices and Rental Rates on Conservation Reserve Program Enrollment: A Nonlinear Regime-switching Approach” Paper presented at Agricultural and Applied Economics Association Meeting, Anaheim, CA, August 2022 (Presented by Graduate Student)
17. “The Determinants of Plant-Based Meat Consumption in the United States” Paper presented at Agricultural and Applied Economics Association Meeting, Anaheim, CA, August 2022 (Presented by Graduate Student)
18. “Estimating the Demand for Sugary Sweetened Beverage in the US: A Finite Mixture Approach” Poster presented at Agricultural and Applied Economics Association Meeting, Anaheim, CA, August 2022 (Presented by Graduate Student)
19. “Trade Growth Under the U.S. African Growth and Opportunity Act: A Synthetic Control Method with Multiple Treated Units” Poster presented at Agricultural and Applied Economics Association Meeting, Anaheim, CA, August 2022 (Presented by Graduate Student)
20. “Is Fish a Substitute or Compliment for Meat? A Broadscale Study of China’s Animal-Derived Food Consumption” Poster presented at Agricultural and Applied Economics Association Meeting, Anaheim, CA, August 2022
21. “Two Simple Strategies to Reduce Aggregation Bias in Large Demand Systems.” Paper presented at Department of Applied Economics, The University of Minnesota at Twin City, February 2022
22. “Two Simple Strategies to Reduce Aggregation Bias in Large Demand Systems.” Paper presented at Department of Agricultural and Resource Economics, North Carolina State University, January 2022
23. “Are Declining Auction Prices a Result of Bidder Behavior or Auctioneer Strategy? Evidence from Cattle

Auctions” Paper presented at Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University, Sep 2021

24. “Are Declining Auction Prices a Result of Bidder Behavior or Auctioneer Strategy? Evidence from Cattle Auctions” Paper presented at Department of Agricultural and Applied Economics, The University of Georgia, Sep 2021 (Presented by co-author)
25. “Neighborhood Retail Food Environment and Household Food Waste” Paper presented at Agricultural and Applied Economics Association Meeting, Austin Tx, August 2021
26. “Are Declining Auction Prices a Result of Bidder Behavior or Auctioneer Strategy? Evidence from Cattle Auctions” Paper presented at Agricultural and Applied Economics Association Meeting, Austin Tx, August 2021 (Presented by Graduate Student)
27. “Application of Big Data Techniques in Agricultural Economics.” 2021 Spring Colloquium, College of Agriculture, Auburn University, April 2021
28. “Intended and Unintended Consequences of Salient Nutrition Labels.” Paper presented at Department of Economics, Auburn University, Oct 2020
29. “Two Simple Strategies to Reduce Aggregation Bias in Large Demand Systems.” Paper presented at the Southern Agricultural and Applied Economics Association Meeting, Louisville KY, February 2020
30. “Habit Formation with Smooth Transitions: Estimating Demand for US Carbonated-Sweetened Beverages.” Paper presented at the Agricultural and Applied Economics Association Meeting, Washington DC, August 2018
31. “A Reassessment of Product Aggregation Bias in Demand Analysis: An Application to the U.S. Meat Market” Paper presented at the Agricultural and Applied Economics Association Meeting, Chicago, IL, August 2017
32. “Examining Dynamically Changing Cattle Market Linkages with Inventory-Controlled Transitions.” Paper presented at the Agricultural and Applied Economics Association Meeting, Chicago, IL, August 2017
33. “Identifying the Effect of Shelf Nutrition Labels on Yogurt Sales Using a Natural Experiment” Paper presented at the Agricultural and Applied Economics Association Meeting, Chicago, IL, July 2017
34. “Examining Dynamically Changing Cattle Market Linkages with Inventory-Controlled Transitions.” Paper presented at the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, April 2017