

CURRICULUM VITÆ

Nadia A. Streletskaya

Applied Economics Department, Oregon State University

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PROFESSIONAL EXPERIENCE

Assistant Professor, Applied Economics Department, Oregon State University (since September 2016)

Director, Applied Experimental Economics Lab (AEELab), Oregon State University (since March 2017)

CBEAR Fellow, University of Delaware and Johns Hopkins University (since August 2018)

The Center for Behavioral and Experimental Agri-Environmental Research (CBEAR)

EDUCATION

May 2016 **Ph. D.**, Applied Economics and Management,
Cornell University, Ithaca, NY.
Fields: Food Demand, Experimental and Behavioral Economics

RESEARCH AREAS

Food demand, consumer preferences, behavioral and experimental economics, marketing, labeling, nutrition,

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

1. **Clean Label Trade-Offs: A Case Study of Plain Yogurt.** Sara Maruyama, Juyun Lim and Nadia A. Streletskaya. *Frontiers in Nutrition* 8: 462, 2021.
2. **Clean label: Why this ingredient but not that one?** Sara Maruyama, Nadia A. Streletskaya, and Juyun Lim. *Food Quality and Preference* 87: 104062, 2020.
3. **Urban consumer preferences for nutrient fortified snacks in Zambia.** Nadia A. Streletskaya, Samuel D. Bell, Grace Kuo, Emily Heneghan Kasoma. *Agribusiness: an International Journal* 36 (4): 693-706, 2020.
4. **Agricultural adoption and behavioral economics: bridging the gap.** Nadia Streletskaya, Sam Bell, Maik Kecinski, Tongzhe Li, Simanti Banerjee, Leah H. Palm-Forster, and David Pannell. *Applied Economic Perspectives and Policy* 42(1): 54-66, 2020.
5. **Absence Labels: How does Information about Production Practices Impact Consumer Demand?** Nadia A. Streletskaya, Jura Liaukonyte and Harry M. Kaiser. *PLoS ONE* 14(6): e0217934, 2019.
6. **The Random Quantity Mechanism: Laboratory and Field Tests of a Novel Cost-Revealing Procurement Mechanism.** Samuel D. Bell and Nadia A. Streletskaya. *Environmental and Resource Economics* 73(3): 899-921, 2019.
7. **Does taste sensitivity matter? The effect of coffee sensory tasting information and taste sensitivity on consumer preferences.** Jie Li, Nadia A. Streletskaya and Miguel Gomez. *Food Quality and Preferences* 71: 447-451, 2019.

8. **Personalized pricing and price fairness.** Timothy J. Richards, Jura Liaukonyte, Nadia A. Streletskaia. *International Journal of Industrial Organization* 44: 138-153, 2016.
9. **Menu-labeling formats and their impact on dietary quality.** Nadia A. Streletskaia, Wansopin Amatyakul, Pimbucha Rusmevichientong, Harry M. Kaiser and Jura Liaukonyte. *Agribusiness: an International Journal* 32: 175–188, 2016.
10. **The long-term impact of positive and negative information on food demand.** Jura Liaukonyte, Nadia A. Streletskaia, Harry M. Kaiser. *Canadian Journal of Agricultural Economics/Revue canadienne d'agroéconomie* 63(4): 539-562, 2015.
11. **Noisy information signals and endogenous preferences for labeled attributes.** Jura Liaukonyte, Nadia A. Streletskaia, Harry M. Kaiser. *Journal of Agricultural and Resource Economics* 40(2): 179-202, 2015.
12. **Taxes, subsidies, and advertising efficacy in changing eating behavior: an experimental study.** Nadia A. Streletskaia, Pimbucha Rusmevichientong, Wansopin Amatyakul and Harry M. Kaiser. *Applied Economic Perspectives and Policy* 36(1): 146-174, 2014.
13. **Response to comment on taxes, subsidies, and advertising efficacy in changing eating behavior: an experimental study.** Nadia A. Streletskaia, Harry M. Kaiser. *Applied Economic Perspectives and Policy*, 36(4): 722-726, 2014.
14. **The impact of food advertisements on changing eating behaviors: an experimental study.** Pimbucha Rusmevichientong, Nadia A. Streletskaia, Wansopin Amatyakul and Harry M. Kaiser. *Food Policy*, 44: 59-67, 2014.
15. **Consumer response to “contains” and “free of” labeling: evidence from lab experiments.** Jura Liaukonyte, Nadia A. Streletskaia, Harry M. Kaiser, and Bradley J. Rickard. *Applied Economic Perspectives and Policy*, 35(3): 476- 501, 2013.

OTHER PUBLICATIONS

1. **Understanding the impact of social influences on wine purchases.** Research Focus: Economics and Business; Vine to Wine. *Oregon Wine Research Institute, OSU*: April 2018. [Extension outreach publication]
2. **Nestle, Marion. Soda Politics: Taking on Big Soda (and Winning).** Nadia A. Streletskaia. *American Journal of Agricultural Economics*, 98(5): 1560-1561, 2016. [Book review]

WORKING PAPERS

1. **Glass half-full? A PLS-SEM approach to explore the good and the bad of Covid-19 on wine tourism intentions.** Giulia Gastaldello, Nadia A. Streletskaia, Luca Rossetto. R&R at *International Journal of Wine Business Research*.
2. **The Impact of Outside Option Saliency and Product Descriptions on Consumer Tasting Behavior.** Nadia A. Streletskaia, Nadeeka Weerasekara, Jie Li. Under Review in *Journal of Wine Economics*.
3. **Tasting and consumer demand for wine: do peers and experts matter?** Nadeeka Weerasekara, Nadia A. Streletskaia. Under Review at *Agricultural and Resource Economics Review*.

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4. **Unhealthy Food, Regulations, and Consumer Welfare: The US Microwaveable Popcorn Market.** Christoph Bauner, Debi P. Mohapatra, Nadia Streletskaya and Emily Wang. Under Review at *International Journal of Industrial Organization*.
5. **What cues do consumers rely on for selecting artisanal cheeses when tasting is not an option: a choice experiment approach.** Nadia A. Streletskaya, Sara Maruyama, Susan Queisser, Sheri Cole, Alina Stelick, Juyun Lim. Working Paper.
6. **Evaluating the impact of strangers on shopping behavior through video and sales data.** Nadia A. Streletskaya.
7. **Covid-19 prevention measures in wine tasting rooms: the two latent consumer classes.** Nadia A. Streletskaya, Giulia Gastaldello, Luca Rosetto. Working Paper.
8. **Do you remember what you like? Memory and tastings in WTP and consumer preference studies.** Nadia A. Streletskaya, Jie Li, Samuel D. Bell. Working Paper.

WORK IN PROGRESS

Herd behavior and wine purchases. Nadia A. Streletskaya, Jura Liaukonyte, Harry M. Kaiser.
Behavioral Implications of Shared Content in Social Media Communication – An Experimental Investigation of Reliability. Nadia A. Streletskaya, Maik Kecinski, Samuel D. Bell.
Attitudes towards inequality and fairness: experimental investigation of voting and dictator games. Tongzhe Li, Nadia A. Streletskaya.

AWARDS AND GRANTS

- 2022 submitted \$398,358 to AEC co-PIs Chen and Streletskaya and Build Back Better with Mass Timber BBBRC Phase 2 Grant Request: Component Application Smart Forestry: Paving the Way from Forest Restoration to Mass Timber
- 2021 unsuccessfully submitted \$309,761 co-PI Saltonstall-Kennedy Program grant application, NOAA Fisheries.
- 2020 granted \$58,000 co-PI with J. Lim, Oregon Dairy Innovation Grant;
- 2018 granted \$134,000 co-PI with J. Lim and L. Goddik, BUILD Dairy, Western Dairy Center;
- 2017 granted \$50,000 PI, “Driving Sales through tasting rooms: behavioral economics approach to consumer choices”, Oregon Wine Board research grant;
- 2017 granted \$24,000 PI, AEELab equipment grant, Erath Family Foundation in Enology and Viticulture;
- 2017 granted \$20,000 PI, equipment grants for AEELab (Applied Experimental Economics Lab) set up, Learning Innovation Individual Grant, CAS;
- 2016 The Institutional and Behavioral Economics Section of AAEA, Student Paper Competition Winner;
- 2014 George F. Warren Award (presented to authors of outstanding publications or working papers);
- 2014 USDA Hatch Grant “Evaluating the impact of positively and negatively-framed anti-obesity advertising”;
- 2012, 2013 Richard D. Aplin Teaching Excellence Fund Scholarship.

STUDENT MENTORSHIP AND SUPERVISION

Charlie Thompson, Applied Economics, Oregon State University, PhD (exp. 2024);
Ashley Lowe, Applied Economics, Oregon State University, PhD (exp. 2023);

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Nathanial Trull, Committee Member, Applied Economics, Oregon State University, PhD (exp. 2023);
Nadeeka Weerasekara, Committee Chair, Applied Economics, Oregon State University, PhD (exp. 2022);
Alexander Natanson, Committee Member, Applied Economics, Oregon State University, PhD (exp. 2022);
Amila Hadziomerspahic, Applied Economics, Oregon State University, PhD (exp. 2022);
Robert Horton, Committee member, School of Public Policy, Masters of Public Policy (exp. 2022);
Sara Maruyama, Committee Co-Chair, Food Science, Oregon State University, MS (2021);
Denice Gonzalez, Honor Thesis Mentor, Honors College, Oregon State University (2021).

TEACHING AND OTHER EXPERIENCE

Oregon State University, Corvallis, OR:

AEC 599/699 “Behavioral and Experimental Economics” (Winter ‘17, ‘18, ‘20);
AEC 513 “Microeconomic Theory II” (Fall ‘19, ‘20);
AEC 221 “Agriculture and Food Marketing” (Winter ‘17, Spring ‘18, ‘19, ‘20);
AEC 311 “Intermediate Applied Economics: Producers and Consumers” (Winter ‘17, ‘18);
AEC 448/558 “Advanced Topics in Environmental and Resource Economics” (Spring ‘17)

Cornell University, Ithaca, NY:

2013 – 2015 Price Analysis (AEM 4150), TA;
Managerial Economics I/II (AEM 2600/01), TA;
The Business World (AEM 1200), TA.

PROFESSIONAL ACTIVITIES AND SERVICE

Reviewer for: *Applied Economic Perspectives and Policy* (1); *Agribusiness: an International Journal* (2); *Journal of Agricultural and Resource Economics* (1); *Agricultural and Resource Economics Review* (4); *American Journal of Agricultural Economics* (2); *AAEA poster sessions* (2016); *AAEA annual meeting abstracts* (2018, 2019, 2020); *American Journal of Preventive Medicine* (1); *Canadian Journal of Agricultural Economics/Revue Canadienne d'Agroeconomie* (1); *California Journal of Health Promotion* (1); *Journal of Dairy Science* (2); *Ecological Economics* (1); *Economic Inquiry* (2); *Environmental Research* (1); *Environmental and Resource Economics* (2); *Food Policy* (6); *Journal of Food Distribution Research* (1); *Water Resource Research* (3); *WAEA annual meeting abstracts* (2018).

Member of: *Agricultural & Applied Economics Association*, *Canadian Agricultural Economics Society*, *European Association of Agricultural Economists*, *International Association of Agricultural Economists*, *Northeastern Agricultural and Resource Economics Association*.

General Service and Committees: *Applied Economics Department Undergraduate Committee*, OSU (207-2019); *Seminar Series Applied Economics Department* (2020-ongoing); *AAEA Behavioral and Institutional Economics Topic Leader* (2021-2022); *USDA NIFA grant panel reviewer* (2019; 2020); *Hiring Search Committee* (x2, Applied Economics department, OSU, 2021-2022); *Open & Sustainable Scholarly Communication Advisory Group*, Oregon State University (2020 – ongoing).

CONFERENCES AND PRESENTATIONS

Invited seminar “Peer and expert influences in WTP for experience goods: the case of wine”, Energy and Environmental Economics and Policy series, Penn State University (March 2021);
Invited seminar, Food Science and Technology department seminar series, Oregon State University (October 2019);

2019 AAEA, “Understanding adoption of innovations and behavior change to improve agricultural policy” track session speaker;

2018 AAEA, “Experimental auctions and other experimental stimuli in Agri-environmental Research: Methods and Policy Implication” session organizer, IBES and EXECON sponsored (August 2018)

2018 ICAE “Responding to new mandates in consumer and producer decision-making: insights from behavioral & experimental economics” invited panel (July 2018);

2018 WEAI Annual conference (June 2018);

Invited Seminar, The Department of Resource Economics and Environmental Sociology (REES) Seminar Series, University of Alberta (March 2018);

CBEAR Annual Conference 2017, discussant (October 2017);

Invited Seminar, Experimental & Behavioral Economics, University of Nebraska-Lincoln (Winter 2017);

Guest speaker, Intro to Food Systems, AGRI 411/511, Oregon State University (Winter 2017);

Applied Economics Working group seminar, Oregon State University (November 2016);

Invited Seminar, Applied Economics Seminar Series, University of Delaware (October 2016);

2016 AAEA Annual Meeting (August 2016);

2016 ASSA Annual Meeting (January 2016);

Global Food Security (October 2015);

ICAE 2015 (August 2015);

2015 AAEA Annual Meeting (July 2015);

Scaling Up Nutrition WFP Zambia “Consumer Preferences in Zambia” workshop (July 2015, Lusaka, Zambia);

2014 EAAE Congress (August 2014);

2014 CEA/CEAS Joint Annual Meeting (May 2014);

Guest Lectures for Analysis of Agricultural Markets, AEM 6400, Cornell University (Fall 2013; 2014, x2; 2015);

2013 NAREA Annual Meeting (June 2013).

OTHER

Languages	Native Speaker: Russian; Working knowledge: French, Spanish
Computer Skills	Python, PHP, MySQL, STATA, MATLAB, NLOGIT; HTML; Adobe Suite
Other Interests	History of economic thought, fantasy fiction, horseback riding
Citizenship	United States