

CURRICULUM VITÆ

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**Nadia A. Streletskaya**

Applied Economics Department, Oregon State University

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PROFESSIONAL EXPERIENCE

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**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

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May 2016 Ph. D., Applied Economics and Management,  
Cornell University, Ithaca, NY.

*Fields: Food Demand, Experimental and Behavioral Economics*

June 2011 B.A., International Economics, Moscow State Institute of International Relations  
(MGIMO-University), Russia.

*Fields: Information Technology in International Business, Commerce.*

RESEARCH AREAS

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

PUBLICATIONS

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PEER-REVIEWED JOURNAL ARTICLES

1. **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. Accepted at *Food Quality and Preferences*, August 2018.
2. **Personalized pricing and price fairness.** Timothy J. Richards, Jura Liaukonyte, Nadia A. Streletskaya. *International Journal of Industrial Organization* 44: 138-153, 2016.
3. **Menu-labeling formats and their impact on dietary quality.** Nadia A. Streletskaya, Wansopin Amatyakul, Pimbucha Rusmevichientong, Harry M. Kaiser and Jura Liaukonyte. *Agribusiness: an International Journal*, 32: 175–188, 2016.
4. **The long-term impact of positive and negative information on food demand.** Jura Liaukonyte, Nadia A. Streletskaya, Harry M. Kaiser. *Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie* 63(4): 539-562, 2015.
5. **Noisy information signals and endogenous preferences for labeled attributes.** Jura Liaukonyte, Nadia A. Streletskaya, Harry M. Kaiser. *Journal of Agricultural and Resource Economics* 40(2): 179-202, 2015.

6. **Taxes, subsidies, and advertising efficacy in changing eating behavior: an experimental study.** Nadia A. Streletskaia, Pimbuca Rusmevichientong, Wansopin Amatyakul and Harry M. Kaiser. *Applied Economic Perspectives and Policy* 36(1): 146-174, 2014.
7. **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.
8. **The impact of food advertisements on changing eating behaviors: an experimental study.** Pimbuca Rusmevichientong, Nadia A. Streletskaia, Wansopin Amatyakul and Harry M. Kaiser. *Food Policy*, 44: 59-67, 2014.
9. **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

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**The Random Quantity Mechanism: lab and field tests of a novel cost-revealing procurement mechanism.** Samuel D. Bell, Nadia A. Streletskaia. R&R at *Environmental and Resource Economics*.

**Absence labels: how does information about production practices impact consumer demand?** Nadia A. Streletskaia, Jura Liaukonyte, Harry M. Kaiser. Submitted to *Food Policy*.

**Do you remember what you like? Memory and tastings in WTP and consumer preference studies.** Nadia A. Streletskaia, Jie Li, Samuel D. Bell

**Urban Consumer Preferences for Nutrient-fortified Foods in Zambia: a Choice Experiment.** Nadia A. Streletskaia, Samuel D. Bell, Grace Kuo, Emily Heneghan Kasoma.

**Social Presence and Shopping Behavior: Evidence from Video Data.** Nadia A. Streletskaia.

#### WORK IN PROGRESS

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**Herd behavior and wine purchases.** Nadia A. Streletskaia, Jura Liaukonyte, Harry M. Kaiser.

**Tasting rooms, available alternatives and consumer propensity to buy wine and wine club subscriptions.** Nadia A Streletskaia, Nadeeka Weerasekara, Jie Li.

**Behavioral Implications of Shared Content in Social Media Communication – An Experimental Investigation of Reliability.** Nadia A. Streletskaia, Maik Kecinski, Samuel D. Bell.

**Attitudes towards inequality and fairness: experimental investigation of voting and dictator games.** Tongzhe Li, Nadia A. Streletskaia.

## AWARDS AND GRANTS

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- 2018 \$134,000 PI with Juyun Lim and Lisbeth Goddik, “Quality and Price Implications of Technology Information for Dairy Products”; BUILD Dairy, Western Dairy Center at Utah State University;
- 2017 \$50,000 PI, “Driving Sales through tasting rooms: behavioral economics approach to consumer choices”, Oregon Wine Board research grant;
- 2017 \$24,000 PI, AEELab equipment grant, Erath Family Foundation in Enology and Viticulture;
- 2017 \$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

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Nadeeka Weerasekara, Committee Chair, Applied Economics, Oregon State University, PhD (2022);

Sara Maruyama, Committee Co-Chair with Juyun Lim, Food Science, Oregon State University, MS (2020).

## TEACHING AND OTHER EXPERIENCE

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Oregon State University, Corvallis, OR:

AEC 311 “Intermediate Applied Economics: Producers and Consumers”;

AEC 699 “Behavioral and Experimental Economics”;

AEC 221 “Agriculture and Food Marketing”;

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

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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* (1); *AAEA poster sessions (2016)*; *AAEA annual meeting abstracts (2018)*; *American Journal of Preventive Medicine* (1); *Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie* (1); *Journal of Dairy Science* (2); *Ecological Economics* (1); *Environmental Research* (1); *Environmental and Resource Economics* (2); *Food Policy* (4); *Journal of Food Distribution Research* (1); *Water Resource Research* (2); *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*.

Committees: *Applied Economics department Undergraduate Committee, OSU*.

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## CONFERENCES AND PRESENTATIONS

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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; Fall 2014, x2; Fall 2015);  
2013 NAREA Annual Meeting (June 2013).

## OTHER

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