

**Ran Li**

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**PROFESSIONAL EXPERIENCE**

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*Assistant Professor*, Agricultural Economics, The Pennsylvania State University 2025 -

**EDUCATION**

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*Ph.D.*, Agricultural Economics, The Ohio State University 2025  
*M.S.*, Agricultural Economics, Louisiana State University 2020  
*B.A.*, Finance, China Agricultural University 2017  
*Exchange Student*, Applied Economics, National I-Lan University 2016

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**RESEARCH INTERESTS**

- Behavior Economics, Consumer Economics, Agribusiness, Food Waste Policy

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**PUBLICATIONS**

1. **Li, R.**, 2025. Beyond Health Protection: Estimating the Impact of Public Health Insurance on Home-based Livestock Raising in Rural China. *American Journal of Agricultural Economics*, DOI: <https://doi.org/10.1111/ajae.70017>
2. **Li, R.**, Nazemi, F., Shu, Y., Qi, D., Bakshi, B., and Roe, B.E., 2025. When the LCA Says Yes, but Some Customers Say No: The Case of Improving Restaurant Sustainability in the Face of Market Competition. *Environmental Development*, DOI: <https://doi.org/10.1016/j.envdev.2025.101385>
3. Lange, M., **Li, R.**, Apolzan, J., Huber, P., Sterliotes, E., Robertson, K., Wilson, N., Jain, K., Ramnath, R., Roe, B. and Spang, E., 2025. Ontologies Relevant for Improving Data Interoperability for Food Loss and Waste: A Review and Research Agenda. *Cleaner and Responsible Consumption*, DOI: <https://doi.org/10.1016/j.clrc.2025.100330>
4. Xu, L., **Li, R.**, and Roe, B.E., 2024. Frozen Food Purchasing and Home Freezer Use: Associations with Household Food Waste. *British Food Journal*, DOI: <https://doi.org/10.1108/BFJ-02-2024-0147>
5. **Li, R.**, and Roe, B.E., 2024. Segmenting US Consumers by Food Waste Attitudes and Behaviors: Opportunities for Targeting Reduction Interventions. *Sustainable Production and Consumption*, DOI: <https://doi.org/10.1016/j.spc.2024.01.015>
6. **Li, R.**, Shu, Y., Bender, K.E., and Roe, B.E., 2023. Household Food Waste Trending Upwards in the United States: Insights from a National Tracking Survey. *Journal of the Agricultural & Applied Economics Association*, DOI: <https://doi.org/10.1002/jaa2.59>
7. Qi, D., **Li, R.**, Penn, J., Houghtaling, B., Prinyawiwatkul, W. and Roe, B.E., 2022. Nudging Greater Vegetable Intake and Less Food Waste: A Field Experiment. *Food Policy*, DOI: <https://doi.org/10.1016/j.foodpol.2022.102369>

8. Qi, D., Penn, J., **Li, R.** and Roe, B.E., 2022. Winning Ugly: Profit Maximizing Marketing Strategies for Ugly Foods. *Journal of Retailing and Consumer Services*, DOI: <https://doi.org/10.1016/j.jretconser.2021.102834>
9. **Li, R.**, Yang, B., Penn, J., Houghtaling, B., Chen, J., Prinyawiwatkul, W., Roe, B.E. and Qi, D., 2020. Perceived Vulnerability to COVID-19 Infection from Event Attendance: Results from Louisiana, USA, Two Weeks Preceding the National Emergency Declaration. *BMC Public Health*, DOI: <https://doi.org/10.1186/s12889-020-10035-6>
10. Qi, D., Apolzan, J.W., **Li, R.** and Roe, B.E., 2020. Unpacking the Decline in Food Waste Measured in Chinese Households from 1991 to 2009. *Resources, Conservation and Recycling*, DOI: <https://doi.org/10.1016/j.resconrec.2020.104893>

## PAPERS IN REVIEW

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1. Qi, D., **Li, R.**, Apolzan, J.W., and Roe, B.E., Youth Height but not Body Mass Index is Greater in Chinese Provinces that Experienced More Market Liberalization: The Role of Milk Consumption. (Revise and resubmit, *World Development*)
2. **Li, R.**, Neff, R., Welcher, C. and Roe, B., Consumer Responses to Inflation: Implications for U.S. Household Food Waste. (Revise and resubmit, *Applied Economic Perspectives and Policy*)
3. Penn, J., Qi, D., Jiang, Q., **Li, R.**, and Roe, B.E., Exploring Order Effects in Hypothetical Bias in an Ugly Food Choice Experiment. (Under review)
4. **Li, R.** and Roe, B., Unintended Spillover Effects of Organics Recycling Mandates: Evidence from California. (Under review)

## WORK IN PROGRESS

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1. **Li, R.**, and Fan, L, Market-Based Surplus Food Redistribution and Household Food Access: Evidence from Too Good To Go
2. **Li, R.**, Mandatory Food Recovery Policies and Food Access
3. **Li, R.**, The Impact of Sustainable Information Disclosure on Consumer Demand: A Foodservice Case Study.
4. **Li, R.**, Time to Waste: Disentangling How Household Time Allocation Affects Home Food Production and Waste.
5. **Li, R.**, Qi, D. and Roe, B.E., Urban Chinese Households Reduced Food Waste as the Variety of Produce Proliferated: Market Liberalization and the Disappearance of Closets Full of Cabbage.

## PRESENTATIONS

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**2025** The Pennsylvania State University, Arizona State University, AESE Brown Bag Seminar  
**2024** AAEEA New Orleans, WasteExpo Las Vegas, EPA Food: Too Good to Waste Peer Network  
**2023** AAEEA Washington DC, EPA Evaluation Strategies for Food Waste Campaigns & Related Research  
**2022** RECIPES Webinar  
**2021** AAEEA Austin  
**2020** SAEA Louisville  
**2019** AAEEA Atlanta, Challenges of Natural Resource Economics and Policy (CNREP) New Orleans

## TEACHING EXPERIENCE

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### The Pennsylvania State University

Instructor, AGBM 408 Financial Decision Making for Agribusiness Fall 2025

### The Ohio State University

Instructor, AEDECON 4597 Food, Population, and the Environment Fall 2024

Teaching Assistant, AEDECON 4106 Strategic Management Fall 2021

### Louisiana State University

Recitation Instructor, AGEC 4243 Food Products Marketing Spring 2019

## PROFESSIONAL SERVICE

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- Referee for *American Journal of Agricultural Economics*, *Food Policy*, *Journal of Policy Analysis and Management*, *Ecological Economics*, *Scientific Reports*, *Journal of Cleaner Production*, *Social Sciences & Humanities Open*, and *Natural Resources Defense Council's In-house Banner*.
- Referee for *CAS Graduate Student Competitive Grants Program*, The Pennsylvania State University. 2025.
- Referee for *CFAES Internal Grants Program (IGP)*, The Ohio State University. 2024.
- Twitter Account Manager for *Experimental Section* of the Agricultural and Applied Economics Association (AAEA). 2021 - 2022. [Access here](#).

## SCHOLARSHIPS & AWARDS

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- AEDE Best Dissertation Award, The Ohio State University. 2025
- Nomination for William E. Krauss Director's Award for Outstanding Graduate Student, The Ohio State University. 2023 & 2024 & 2025.
- Graduate Student Travel Grant (\$400), Department of Agricultural, Environmental, and Development Economics, The Ohio State University. 2023.
- Career Development Grant (\$350), The Ohio State University. 2023.
- Graduate Assistantship, Department of Agricultural, Environmental, and Development Economics, The Ohio State University. 2020 - 2025.
- First place (\$200) in 3 Minute Thesis (3MT) Competition during the Southern Agricultural Economics Association Annual Meeting. 2020.
- Graduate Research Assistantship, Department of Agricultural Economics and Agribusiness, Louisiana State University. 2018 - 2020.
- Undergraduate Research Practice Fund (¥2000), China Agricultural University. 2015.
- Outstanding Team and Individual in Summer Social Practice, China Agricultural University. 2014.

## LANGUAGES & TECHNICAL SKILLS

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### Languages

- English (Proficient), Chinese (Native), Spanish (Basic).

### Technical Skills

- Proficient in Microsoft Suite, R, and Stata; Familiar with SAS, Python, ArcGIS, and Photoshop.