

Tongzhe Li

Updated: April 16, 2021

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EDUCATION	Ph.D. Economics, Washington State University Advisor: Jill McCluskey Dissertation: Experimental Economics and Sustainable Energy	2011-2015
	M.S. Agricultural Economics, North Carolina A & T State University	2009-2010
	A.E. Electrical Engineering, Chisolm Institute, Melbourne, Australia	2003-2006

RESEARCH INTERESTS Topics: Environmental & Resource Economics, Industrial Organization, Food Policy
Tools: Experimental & Behavioral Economics, Applied Econometrics, Game Theory

PROFESSIONAL EXPERIENCE **Assistant Professor**, Department of Food, Agricultural and Resource Economics;
Founding Director, FARE Laboratory for Experimental and Applied Economics,
University of Guelph, July 2019-
Assistant Professor, Department of Economics, University of Windsor, 2017-2019
Visiting Fellow; Visiting Assistant Professor, Faculty of Land and Food Systems
& Sauder School of Business, University of British Columbia, August 2017; February
2020.
Postdoctoral Researcher, Center for Experimental & Applied Economics, University
of Delaware, 2015-2017

SELECTED PUBLICATIONS Tongzhe Li and Danielle Roy*. 2021. “Choosing not to Choose’: Preferences for
Various Uses of Recycled Water.” *Ecological Economics*, Vol. 184, p. 106992.

*Indicates Student

Tongzhe Li, Jacob Fooks, Kent D. Messer, and Paul Ferraro, 2021. “A Field Experiment
to Estimate the Effects of Anchoring and Framing on Residents’ Willingness to Purchase
Water Runoff Management Technologies.” *Resource and Energy Economics*, Vol.
63, p. 101107.

Hilary Byerly, Paul Ferraro, Tongzhe Li, Kent Messer, and Collin Weigel. 2021. “A
story induces greater environmental contributions than scientific information among
liberals but not conservatives” *One Earth*, In Press.

Tongzhe Li, Ahsanuzzaman, and Kent D. Messer. 2021. “Is there a Potential U.S. Market
for Seaweed-based Products? A Framed Field Experiment on Consumer Acceptance.”
Marine Resource Economics, In Press.

Shang Wu, Jacob R. Fooks, Tongzhe Li, Kent D. Messer, Deborah A. Delaney, 2021.
“Bidding Behavior in Auctions versus Posted Prices: Comparisons of Mean and Marginal
Effect.” *Agricultural and Resource Economics Review*, In Press.

Tongzhe Li, Kent D. Messer, and Harry M. Kaiser. 2020. “The Impact of Expiration

Dates on Hedonic Markets for Perishable Products.” *Food Policy*, Vol. 93, p. 101894.

Mirzobobo Yormirzoev, Tongzhe Li, and Ramona Teuber. 2020. “Consumers’ Willingness to Pay for Organic Versus All-Natural Milk – Does Certification Make a Difference?” *International Journal of Consumer Studies*, In Press.

Tongzhe Li, Kent D. Messer, Alisher Mamadzhanov, and Jill J. McCluskey. 2020. “Preferences for Local Food: Tourists versus Local Residents.” *Canadian Journal of Agricultural Economics*, Vol. 68, Issue 4, pp. 429-444.

Nadia Streletskaya, Sam Bell, Maik Kecinski, Tongzhe Li, Simanti Banerjee, Leah Palm-Forster, David Pannell. 2020. “Agriculture Adoption and Behavioral Economics: Bridging the Gap.” Invited Paper at *Applied Economic Perspectives and Policy*, Vol. 42, No. 1, pp. 54-66.

Tongzhe Li, Ahsanuzzaman Ahsanuzzaman, and Kent D. Messer. 2020. “Is This Food ‘Local?’ Evidence from a Framed Field Experiment.” *Journal of Agricultural and Resource Economics*, Vol. 45, No. 2, pp. 179-198.

Alix Whiting*, Maik Kecinski, Tongzhe Li, Kent Messer, and Julia Parker*, 2019. “Understanding the Effectiveness of Different Messengers: Nudging in Field Experiments on Consumer Preference for Recycled Irrigation Water.” *Ecological Economics*, Vol. 161, pp. 1-8.

Olesya Savchenko, Tongzhe Li, Maik Kecinski, and Kent D. Messer, 2019. “Does Food Processing Mitigate Consumers’ Concerns about Crops Grown with Recycled Water?” *Food Policy*, Vol. 88, p. 101748.

Alisher Mamadzhanov, Jill J. McCluskey, and Tongzhe Li, 2019. “Willingness to Pay for a Second-generation Bioethanol: A Case Study of Korea.” *Energy Policy*, Vol. 127, pp. 464-474.

Tongzhe Li and Kent D. Messer, 2019. “To Scan or Not To Scan: That is the Question of Consumer Behavior and QR Codes on Food Packages.” *Journal of Agricultural and Resource Economics*, Vol. 44, Issue 2, pp. 311-327.

Mirzobobo Yormirzoev, Ramona Teuber, and Tongzhe Li, 2019. “Food Quality versus Food Patriotism: Russian Consumers’ Preferences for Cheese after the Food Import Ban.” *British Food Journal*, Vol. 121, Issue 2, pp. 371-385.

Olesya Savchenko, Maik Kecinski, Tongzhe Li, and Kent Messer, 2019. “Reclaimed Water and Food Production: Cautionary Tales from Consumer Research.” *Environmental Research*, Vol. 170, pp. 320-331.

Tongzhe Li, Jill J. McCluskey, and Kent D. Messer, 2018. “Ignorance is Bliss? Experimental Evidence on Wine Produced from Grapes Irrigated with Recycled Water.” *Ecological Economics*, Vol. 153, pp. 100-110.

Tongzhe Li, Maik Kecinski, and Kent D. Messer, 2018. “Behavioral Responses to Science-based Eco-labeling: Gold, Silver, or Bronze.” *Applied Economics*, Vol. 50, Issue 39, pp. 4250-4263.

Olesya Savchenko, Maik Kecinski, Tongzhe Li, Kent Messer, and Huidong Xu*, 2018. “Fresh Foods Irrigated with Recycled Water: A Framed Field Experiment on Consumer

Response.” *Food Policy*, Vol. 80, pp. 103-112.

Tongzhe Li and Jill McCluskey, 2017. “Consumer Preferences for Second-generation Bioethanol.” *Energy Economics*, Vol. 61, pp. 1-7.

Kent D. Messer, Joshua M. Duke, Lori Lynch, and Tongzhe Li, 2017. “When Does Public Information Undermine the Efficiency of Reverse Auctions for the Purchase of Ecosystem Services?” *Ecological Economics*, Vol. 134, pp. 212-226.

Tongzhe Li, John C. Bernard, Zachary A. Johnston, Kent D. Messer, and Harry M. Kaiser, 2017. “Consumer Preferences Before and After a Food Safety Scare: An Experimental Analysis of the 2010 Egg Recall.” *Food Policy*, Vol. 66, pp. 25-34.

Tongzhe Li, Maik Kecinski, and Kent D. Messer, 2017. “Heterogeneous Responses and Demographic Differences for Oyster Consumption: Evidence from Field Experiments,” *Agricultural and Resource Economics Review*, Vol. 46, Issue 2, pp. 296-314.

Jacob R. Fooks, Kent D. Messer, Joshua M. Duke, Janet B. Johnson, Tongzhe Li, and George R. Parsons, 2017. “Tourist Preferences and Externalities of Wind Turbines.” *Agricultural and Resource Economics Review*, Vol. 42, Issue 2, pp. 1-18.

Tongzhe Li, Ana Espinola-Arredondo, and Jill McCluskey, 2016. “Promoting Residential Recycling: An Alternative Policy Based on a Recycling Reward System,” *Games*, Vol. 7, Issue 3, pp. 1-18.

Tongzhe Li, 2016. “Who Does Not Want Income Equality?: An Analysis of Public Choice under Income Comparison,” *Social Sciences*, Vol. 5, Issue 3, pp. 1-17.

Michael Brady, Tongzhe Li, and Jonathan Yoder, 2015. “The Columbia River Treaty Renegotiation from the Perspective of Contract Theory,” *Journal of Contemporary Water Research and Education*, Vol. 150, pp. 53-62.

David Y. Chen and Tongzhe Li, 2014. “Financial Crises, Asian Stock Indices, and Current Accounts: An Asian-U.S. Comparative Study,” *Journal of Asian Economics*, Vol. 34, Oct, pp. 66-78.

MANUSCRIPTS
UNDER REVIEW

Tongzhe Li, Maik Kecinski, Alix Whiting*, and Kent D. Messer. 2021. Does Framing Influence the Power of Social Norms? A Field Experiment.

Anna Abatayo and Tongzhe Li. 2021. Helping the Vulnerable: A Public Goods Experiment with Heterogeneous Marginal Returns.

Anna Abatayo and Tongzhe Li. 2021. Unequal Returns to Public Goods and Bads: How Information and Social Nudges Change Behavior.

ONGOING
RESEARCH
GRANTS

Environmental DNA (eDNA), Meta-barcoding and Transcriptional Profiling to Improve Sustainability of Freshwater Fisheries and Fish Culture, Genome Canada Large-scale Applied Research Project Competition. D. Heath, M. Docker, S. Cooke (PIs), Tongzhe Li et al. (co-PIs), CAD \$9,077,272, 10/01/2019 to 12/30/2023.

Behavioral Economics for Best Management Practices Adoption, OMAFRA (Ontario Ministry of Agriculture, Food, and Rural Affairs) Alliance - Tier I, Tongzhe Li (PI), CAD \$204,500, 07/01/2020 to 06/30/2023.

Do Social Mobility and Income Paths Change Preferences for Income Redistribution, SSHRC (Social Sciences and Humanities Research Council) Explore Grant. Tongzhe Li (PI), CAD \$3,500, 01/01/2020 to 12/31/2021.

—, IFREE (International Foundation for Research in Experimental Economics) Small Grant. Bradley Ruffle (PI), Tongzhe Li (co-PI), USD \$8,805, 09/01/2020 to 08/31/2022.

COMPLETED
RESEARCH
GRANTS

“Help Vulnerable People” or “Do Your Job”? Heterogeneity in Behavioral Responses under COVID-19, University of Guelph COVID19 Research Development and Catalyst Fund. Tongzhe Li (PI), CAD \$18,360, 05/12/2020 to 08/31/2020.

Natural Resource Abundance and Public Acceptance of Recycled Water, USDA Agriculture and Food Research Initiative, CBEAR subgrant: University of Delaware - Windsor Bridge. Tongzhe Li (PI), CAD \$18,300, 09/01/2017 to 08/31/2018.

Consumer Behavior and Preferences for Oysters as a Green Product: An Outreach Initiative in Delaware and the Northeast, Delaware Sea Grant Minigrant (NOAA). Maik Kecinski, Kent Messer (PIs) and Tongzhe Li (co-PI), USD \$15,000, 9/01/2016 to 8/31/2017.

Economics of Ecosystem Services from Oyster Aquaculture, State of Delaware Federal Research and Development Matching Grant Program. Sunny Jardine (PI), Tongzhe Li, Kent Messer, and Gulnihal Ozbay (co-PIs), USD \$99,979, 10/01/2015 to 10/01/2016.

SELECTED
HONORS AND
AWARDS

Sylvia Lane Mentor Fellowship (Topic: Incorporating Experimental Evidence into Theoretical Research on Agri-Environmental Issues), AAEA, \$2,500 2017
Fellow, USDA funded Center for Behavioral & Experimental Agri-Environmental Research (CBEAR), March 2016-

INVITED
LECTURES AND
PRESENTATIONS

USDA-CBEAR Fellow Seminar Series (2021), CAES Policy Post-conference Workshop (2021), University of British Columbia, Instructor for Master’s Course “Environmental Economics and Policy” (2020), LGBTQ+ in STEM Canadian Conference (2019), The Nature Conservancy (2016)

PEER-REVIEWED
PRESENTATIONS
(As Presenter)

USDA-CBEAR Fellow Seminar Series
“The Impact of Expiration Dates on Hedonic Markets for Perishable Products,” Virtual, February 15, 2021

Canadian Agricultural Economics Society Policy Workshop
“Laboratory and Field Experiments: Why, When, and How?” Virtual, January 22, 2021

Canadian Economics Association Annual Meeting
“Evidence on the interactions between Social Norm and Framing: An Experiment,” Banff, AB, May 31-June 2, 2019

Agricultural & Applied Economics Association Annual Meeting
“Ignorance Is Bliss?: Experimental Evidence on Wine Produced from Grapes Irrigated with Recycled Water,” Washington D.C., August 5-August 7, 2018

Canadian Economics Association Annual Meeting
“Will Public Awareness Diminish the Effectiveness of Behavioral Nudges?: A Field Experiment with Sufficient Statistical Power,” Montreal, QC, June 1-June 3, 2018

Agricultural & Applied Economics Association Annual Meeting

“Residents’ Preferences in Adopting Water Runoff Management Practices: Examining the Effect of Behavioral Nudges in A Field Experiment,” Chicago, IL, July 30-August 1, 2017

The Northeast Agricultural and Resource Economics Association Annual Meeting

“A Field Experiment on Contributions to Sea Level Rise Mitigation,” Washington, D.C., June 11-14, 2017

Agricultural & Applied Economics Association Annual Meeting

“How Safety Recalls Affect Consumer Preference for Eggs: An Experimental Analysis,” Boston, MA, July 31-August 2, 2016

The Northeast Agricultural and Resource Economics Association Workshop

“Heterogeneous Responses and Demographic Differences for Oyster Consumption,” Bar Harbor, ME, June 19-22, 2016

Economic Science Association North American Annual Meeting

“Tourist Preferences and Externalities of Wind Turbines,” Dallas, TX, October 22-24, 2015

Agricultural & Applied Economics Association Annual Meeting

“Consumer Preferences for Second-Generation Bioethanol,” Minneapolis, MN, July 27-29, 2014

The Universities Council on Water Resources

“Renegotiating the Columbia River Treaty: A Game-Theoretic Analysis,” Tufts University, Medford, MA, June 18-20, 2014

Western Economic Association International Annual Meeting

“Promoting Residential Recycling: An Alternative Policy Based on a Recycling Reward System,” Seattle, Washington, June 29-July 3, 2013

Southern Agricultural Economics Association Annual Meeting

“Potential of China as A US Source of Non-food Ethanol Imports: A Data Envelopment Analysis Approach,” Orlando, FL, February 6-9, 2010

ACADEMIC
SEMINARS

University of Guelph (Economics and Finance 2020; FARE 2018), University of Saskatchewan (2018), Auburn University (2018), University of Windsor (2017), Ball State University (2017), University of Delaware (2015), McGill University (2015)

WORKSHOPS

11th Canadian Agricultural Economics Society Policy Conference: Living Labs Workshop, Virtual, January 2021
27th Canadian Resource and Environmental Economics Study Group, London, Ontario, Canada, October 2017
Economics of Changing Coastal Resources: the Nexus of Food, Energy, and Water Systems, NAREA, Bar Harbor, Maine, June 2016
5th Workshop on Game Theory in Energy, Resources and Environment, Montreal, Quebec, Canada, May 2014
Workshop held by the International Foundation for Research in Experimental Economics (IFREE), Chapman University, California, January 2012
Workshop, Gamma Sigma Delta, The Honor Society of Agriculture, February 2010

SELECTED
MEDIA REPORTS

AEPP Podcast. Agricultural Adoption and Behavioral Economics: Bridging the Gap. 2020
Cool Green Science - The Nature Conservancy. Marketing Oyster in the Delaware Bay: Top 5 Insights. 2017
ScienceDaily. People Willing to Pay More for New Biofuels, Study Finds. 2016
Phys.org. Study finds people willing to pay more for new biofuels. 2016

TEACHING
EXPERIENCE

Instructor, Department of Food, Agricultural and Resource Economics, University of Guelph
FARE6100 The Methodologies of Economics, Graduate Level Winter 2021
FARE4310 Resource Economics, Undergraduate Level Winter 2020, 2021
FARE4380 Retailing, Merchandising, and Sales, Undergraduate Level Winter 2020

Instructor, Department of Food, Agricultural and Resource Economics, University of British Columbia
MFRE 526 Environmental Economics and Policy, Graduate Level Winter 2020

Instructor, Department of Economics, University of Windsor
ECON110 Microeconomics, Fall 2017, Fall, Winter 2018
ECON111 Macroeconomics, Fall 2017, 2018
ECON310 Environmental and Resource Economics, Fall 2017, 2018
ECON350 Labor Economics, Winter 2018

Instructor, Department of Applied Economics & Statistics, University of Delaware
APEC667 Experimental Economics, Graduate Level Fall 2016
APEC100 Sustainable Development, Undergraduate Level Fall 2015

Instructor, School of Economic Sciences, Washington State University
ECONS323 Labor Economics, Undergraduate Level Summer 2014
ECONS301 Intermediate Microeconomic Theory with Calculus, Undergraduate Level Spring 2014

Teaching Fellow, School of Economic Sciences, Washington State University
ECONS501 Microeconomics, Ph.D. Level Fall 2012

MENTORED
STUDENTS
*Indicates Sole
Advisor

Current Graduate Students: Danielle Roy* (M.Sc. Expected 2021); Conor Smith* (M.Sc. Expected 2021); Maja Menegotto* (M.Sc. Expected 2022); Mark Patton* (M.Sc. Expected 2022)

Previous Graduate Students (Initial Placement in Paratheses): Taberah D Couto* (M.A. 2019 Windsor; TD Bank); Siddika Mishu (M.Sc. 2018 Delaware; The World Bank)

Current Committee Member: Daniel Schuurman (M.Sc. Expected 2021); Ying Zhou (Lang School of Business, M.A. Expected 2021); Stavroula Tsigkou (U Delaware, M.Sc. Expected 2021)

Significant Undergraduate Student Achievements: Nicholas Bannon (B.Com. Expected 2023 Guelph; Bill Hill Scholarship); Eliu Austin Mejia (B.A. 2018 Windsor; Board of Governors Medal for Political Science, Social Sciences and Humanities Research Council MA Scholarship)

SERVICE TO
RESEARCH
COMMUNITY

Journal Review: Agricultural Economics, Agricultural and Resource Economics Review, Applied Economic Perspectives & Policy, Australian Journal of Agricultural and Resource Economics, Canadian Journal of Agricultural Economics x 5, Ecological Economics, Economic Inquiry x 2, Empirical Economics, Environmental Economics and

Policy Studies, Environmental and Resource Economics x 3, Environmental Research, European Review of Agricultural Economics, Food Policy x 3, Journal of Behavioral and Experimental Economics, Journal of Consumer Behaviour, PLOS One, Water Resources Research

Book Review: Games, Strategies, and Decision Making, Solution Manual, Joseph Harrington, 2nd Edition

Modern Labor Economics: Theory and Public Policy, Ronald G. Ehrenberg and Robert S. Smith, 13th Edition

Moderator/Discussant: Western Economic Association International Annual Meeting 2013, The Northeast Agricultural and Resource Economics Association Annual Meeting 2017, Agricultural & Applied Economics Association Annual Meeting 2017, Canadian Resource and Environmental Economics Study Group 2017, Canadian Economics Association Annual Meeting 2018

Conference Review: AAEA 2021 2020 2019 2018, CAES 2021, EAAE 2020, WAEA 2018, CBEAR Workshop 2017

Grant Review: Social Sciences and Humanities Research Council of Canada (SSRHC) 2019, Genome Canada 2019, Maine Agricultural and Forest Experiment Station 2019, Massachusetts Agricultural Experiment Station 2018

Board Member: Scientific Advisory Board of National LGBTQ+ in STEM Conference

SERVICE TO U
GUELPH

Founding Director: FARE Laboratory for Experimental and Applied Economics

Thesis Advisor: M.Sc. x 4

Thesis Committee Member: M.Sc. x 2

External Thesis Examiner: Ph.D. x 1; M.Sc. x 3

Thesis Examination Chair: M.Sc. x 1

External Thesis Committee Member: Lang School of Business, M.A. x 1

Media and Outreach: OAC Research Spotlight 2020; FARE Share Newsletter 2020, 2019; Order of OAC Luncheon FARE Representative 2019