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**JILL J. McCLUSKEY**  
**Professor**  
**Washington State University**  
<http://www.ses.wsu.edu/people/mccluskey.html>

## **DEGREES**

Ph.D., 1998, Agricultural & Resource Economics, University of California, Berkeley  
Fields: Economic Theory, Environmental & Resource Economics, Industrial Organization  
Dissertation: *Environmental Contamination and Compensation*, Advisor: Gordon Rausser  
M.S., 1995, Agricultural & Resource Economics, University of California, Berkeley  
M.A., 1993, Economics, Georgetown University  
B.A., 1989 Business Economics & Political Science, University of California, Santa Barbara

## **ACADEMIC EXPERIENCE**

Professor, School of Economics Sciences, Washington State University (WSU), 2007 to present.  
Chair, Graduate Studies, School of Economics Sciences, WSU, 2003-2010.  
Associate, Center for Wine Economics, Robert Mondavi Institute, UC Davis, 2009 - present.  
Associate Professor, School of Economic Sciences, WSU, 2004-07.  
Visiting Associate Professor, Department of Marketing, WSU, 2005.  
Assistant Professor, Department of Agricultural and Resource Economics, WSU, 1998-04.

## **HONORS**

Chapter author in *Economics of Regulation of Agricultural Biotechnologies*, which was awarded the American Agricultural Economics Association Quality of Communication Award, 2007.  
Food Policy Fellow, IMPACT Center, WSU, 2002-2007.  
Dissertation advisor for the International Agricultural Trade Research Consortium (IATRC) Ph.D. Dissertation Award, 2007.  
Australian Agricultural and Resource Economics Society Travel Fellow, International Association of Agricultural Economics Conference, Queensland, Australia, 2006.  
President's Award for Outstanding Service, Western Agricultural Economics Association, 2005.  
Outstanding Mentor, Women and Leadership Forum, WSU, 2005.  
Thesis advisor for the 2003 Outstanding Thesis Award, American Agricultural Economics Association (sole award winner).  
Thesis advisor for 2003 Outstanding Thesis Award, Western Agricultural Economics Association (sole award winner).  
Dissertation advisor for the 2001 Food Distribution Research Society's Applebaum Award for the Outstanding Ph.D. Dissertation.  
Fellow, Fisher Center for Real Estate and Urban Economics, Haas School of Business, University of California Berkeley, 1997-98.

**GRANTS** (greater than \$2.3 million in funding as PI or co-PI)

1. "Measuring Impacts of Partner Accommodation Policies on Recruitment, Retention and Promotion of Female Faculty at WSU," Social Science Small Grants Program, National Science Foundation ADVANCE Institutional Transformation Award #0810927 (amount: \$10,000, dates: 1/1/2011 to 12/31/2011 with B. Cowan and Tori Byington).
2. "Urban Food Consumption Patterns and Trends in China: Implications for U.S. Exporters and Global Agricultural Markets" Agriculture and Food Research Initiative Competitive Grants Program of USDA-CSREES (with T. Wahl, amount: \$399,389).
3. "Promoting Healthy Kids' Menu Items in Quick-Service Restaurants." Robert Wood Johnson Foundation's Healthy Eating Research (with D. Allen and R. Mittelhammer, amount: \$150,000).
4. "China's Food Consumption Trends," USDA Economic Research Service, Cooperative Agreement #58-3000-7-0060 (amount: \$40,000, 8/15/09-9/30/11.)
5. "Response to Nutrition Information Provision on Grocery Store Shelves: An Experimental Approach in the Field," National Research Initiative Competitive Grant, USDA # 2008-35400-18687 (\$319,000, with H. Chouinard and S. Villas Boas, 12/1/2007 to 11/30/2010.)
6. "Consumer Response to Naturally Enriched Apple Coatings," Pace International (with T. Wahl, amount: \$14915, 9/1/2006 to 8/31/2007).
7. "Food Choices and Marketing, Consumer Knowledge, and the Cost of Healthy Diets: Implications for Policy, Education, and the Agricultural Sector," Funded pre-proposal, Issue-Based Interdisciplinary Teams Extension Grant Program, Washington State University (amount: \$3,000), 2007.
8. "WSU Raspberry Market and Product Development Research Team," Washington Raspberry Commission, (\$6000, co-investigator, 2007-2009),
9. "Consumers' Willingness to Purchase Washington State Red Wines," International Marketing Program for Agricultural Commodities and Trade (IMPACT) Center, Washington State University (\$22,991, with C. Ross, 7/1/07 to 6/30/08).
10. "An Analysis of Consumer Demand for Sustainably Produced Farm Products." Sub-contract to Agriculture of the Middle (\$5,000 with K. Painter) summer 2006.
11. "Grocery Store Shelf Labels, Nutrition and Pricing Information, and Consumer Choice." National Research Initiative Competitive Grants Program, USDA #2005-35400-15982 (\$237,039, with H. Chouinard, D. Spratt, and K. Manning, dates 9/15/2005 to 9/14/2008).
12. "Stemless Sweet Cherries: Fruit Characteristics and Consumer Opinion," International Marketing Program for Agricultural Commodities and Trade (IMPACT) Center, Washington State University (\$68,275, with M. Whiting and J. Fellman, 2005-2007).
13. "Demand Impacts and Implementation of Eco-labels for Food Products." National Research Initiative Competitive Grants Program, U.S. Department of Agriculture #2005-35400-15240 (\$460,000, with C. Durham, C. Roheim, and R. King. 10/1/04-9/30/07).
14. "Determinants of Child Care Center Employment Continuity," Washington State Child Care Career and Wage Ladder Pilot Project, Washington Department of Social and Health Services. (\$7,000, with Hayley Chouinard and Ron Mittelhammer. 2004-2005).
15. "The Existence of Quantity Surcharges Due to Product Differentiation." Food System Research Group, University of Wisconsin (\$21,716, with H. Chouinard, 2004-2005).

16. "Value-Added Research for Potato Culls and Waste," Washington Potato Commission (\$50,000, co-investigator, 2003-2005).
17. "The Washington Fair Trade Agriculture Project," Food and Society Initiative of the W. K. Kellogg Foundation (\$200,000, co-investigator, 2003-2006).
18. "Incentives and Performance in Potato Contracts with Processors." Food System Research Group, University of Wisconsin, Madison (\$10,296, 2002-2003)
19. "Cross-Cultural Consumer Response to Genetically Modified Foods and Food Safety Issues," International Marketing Program for Agricultural Commodities and Trade (IMPACT) Center, Washington State University (\$70,000, with Tom Wahl, 12/1/01 to 12/30/04).
20. "Reputation and Labeling," National Research Initiative Competitive Grants Program, U.S. Department of Agriculture #00-35400-9270, (\$65,000, 8/1/2000 to 8/1/2001).
21. "Increasing Washington Apple Exports to India," IMPACT Center, WSU. (\$25,000, with Stephen Devadoss, 05/2001-05/2002)
22. New Faculty Seed Grant Program, WSU (\$6,245, July 2000-June 2001).
23. "Reputation and Consumer Response to the 'Washington Apple' Label," National Institute for Commodity Promotion Research, USDA (\$13,000, 10/1/00 to 9/30/01 with R. Mittelhammer).
24. "Consumer Response to Sustainable Agricultural Products," Federal-State Marketing Improvement Program, Agricultural Marketing Service, U.S.D.A. (\$77,474, with R. Mittelhammer 9/15/99 to 12/31/00).
25. Travel grant, International Programs Office, WSU (\$500, January 2000).
26. "Stigma of Environmental Damage on Residential Property Values," U.S. Environmental Protection Agency and National Science Foundation. (\$42,260, with Ph.D. advisor Gordon Rausser as P.I., 9/1/97 to 8/31/98).

## **JOURNAL ARTICLES (by topic)**

### **Industrial Organization and Product Quality**

1. Costanigro, M., J.J. McCluskey, and C. Goemans, 2010. "The Economics of Nested Names: Name Specificity, Reputations, and Price Premia," *American Journal of Agricultural Economics* 92(5):1339-1350.
2. McCluskey, J.J. and Jason A. Winfree, 2009. "Pre-empting Public Regulation with Private Quality Standards," *European Review of Agricultural Economics* 36 (4): 525-539.
3. Costanigro, M., J.J. McCluskey, and R.C. Mittelhammer, 2009. "Let the Market Be Your Guide: Estimating Equilibria in Differentiated Product Markets with Class-Membership Uncertainty," *Journal of Applied Econometrics* 24: 1117-1135.
4. Costanigro, M., J.J. McCluskey, and R.C. Mittelhammer, 2007. "Segmenting the Wine Market Based on Price: Hedonic Regression when Different Prices mean Different Products," *Journal of Agricultural Economics* 58(3): 454 - 466.
5. McCluskey, Jill J. and Maria L. Loureiro, 2005. "Reputation and Production Standards," *Journal of Agricultural and Resource Economics* 30(1): 1-11.
6. Winfree, Jason A. and Jill J. McCluskey, 2005. "Collective Reputation and Quality." *American Journal of Agricultural Economics* 87(1): 206-214.
7. McCluskey, Jill J. and Kwamena K. Quagraine, 2004. "Measurement of Industry Conduct with a Latent Structure," *Journal of Applied Econometrics* 19(7): 887-897.

8. Winfree, J.A., J.J. McCluskey, R.C. Mittelhammer, and P. Gutman. 2004. "Seasonal Market Power in the U.S. D'Anjou Pear Industry," *J. of Food Distribution Research* 35(2): 56-65.
9. Quagraine, Kwamena K., Jill J. McCluskey, and Maria L. Loureiro, 2003. "A Latent Structure Approach to Measuring Reputation," *Southern Economic Journal* 69(4): 966-977.
10. McCluskey, Jill J., 2000. "A Game Theoretic Approach to Organic Foods: An Analysis of Asymmetric Information and Policy," *Agricultural and Resource Economics Review* 29(1):1-9.
11. McCluskey, Jill J. and A. Desmond O'Rourke, 2000. "Relationships between Produce Supply Firms and Retailers in the New Food Supply Chain," *Journal of Food Distribution Research* 31(3): 11-20.

### Consumer Economics

12. McCluskey, J.J. and F. Asiseh, forthcoming 2011. "From Default to Choice: Adding Healthy Options to Kids' Menus," *American Journal of Agricultural Economics*.
13. McCluskey, J.J. and S.B Villas Boas, forthcoming 2011. "Nutritional Labeling and Consumer Choices." *Annual Review of Resource Economics*.
14. Berning, J., H.H. Chouinard, J.J. McCluskey, forthcoming Dec. 2010. "Do Positive Nutrition Shelf Labels Affect Consumer Behavior? Findings from a Field Experiment with Scanner Data: A Field Experiment with Scanner Data," *American Journal of Agricultural Economics* 92(6).
15. Berning, J., H.H. Chouinard, K. Manning, J.J. McCluskey, and D. Sprott, 2010. "Identifying consumer preferences for shelf-label nutrition information," *Food Policy* 35:429-436.
16. Unnevehr, L., J. Eales, H. Jensen, J. Lusk, J. McCluskey, and J. Kinsey, 2010. "Food and Consumer Economics," *American Journal of Agricultural Economics* 92(2): 506-521
17. Zhang, Huifang, R. Karina Gallardo, Jill J. McCluskey, and Eugene M. Kupferman, 2010. "Consumers' Willingness to Pay for Treatment Induced Quality Attributes in Anjou Pears," *Journal of Agricultural and Resource Economics* 35(1):105-117.
18. McCluskey, J.J., C.A. Durham, and B.P. Horn, 2009. "Consumer Preferences for Socially Responsible Production Attributes across Food Products," *Agricultural and Resource Economics Review* 39(3): 345-356.
19. Yang, N., J.J. McCluskey, and C. Ross, 2009, "Consumer Response and Willingness to Pay for Sensory Properties in Washington State Red Wines," *Journal of Wine Economics* 4(1): 81-93.
20. Fahs, F., Ron C. Mittelhammer, and Jill J. McCluskey 2009. "E. Coli Outbreaks Affect Demand for Salad Vegetables," *Choices* 24(2): 26-29.
21. Berning, Joshua P., H.H. Chouinard, and J.J. McCluskey, 2008. "Consumer Preferences for Detailed versus Summary Formats of Nutrition Information on Grocery Store Shelf Labels," *Journal of Agricultural & Food Industrial Organization* 6(1): Article 6.
22. Bai, J., T.I. Wahl, and J.J. McCluskey, 2008. "Consumer Choice of Retail Food Store Formats in Qingdao, China," *Journal of International Food & Agribusiness Marketing* 20(2): 89-109.
23. Bai, J., T.I. Wahl, and J.J. McCluskey, 2008. "Factors Affecting Fluid Milk Consumption in China." *Australian Journal of Agricultural and Resource Economics* 52:133-147.
24. Lee, Hsiang-Tai, J.J. McCluskey, and Jonathan Yoder 2007. "Mexican Food Shopping Behavior across Grocery Formats," *Journal of International Agricultural Trade and Development* 3(2): 247-258.

25. McCluskey, J.J., R.C. Mittelhammer, A.B. Marin, and K.S. Wright, 2007. "Effect of Eating-Quality Characteristics on Consumers' Willingness to Pay for Gala Apples," *Canadian Journal of Agricultural Economics* 55(2):217-231.
26. Curtis, K.R., J.J. McCluskey, and T.I. Wahl, 2007. "Consumer Acceptance of Western Convenience Foods in China: A Case Study in Processed Potatoes," *China Economic Review* 18(1):1-14
27. McCluskey, Jill J., Thomas I. Wahl, Quan Li and Philip R. Wandschneider, 2005. "U.S. Grass-Fed Beef: Marketing Health Benefits," *Journal of Food Distribution Research* 36(3):1-8.
28. McCluskey, Jill J., Kristine M. Grimsrud, Hiromi Ouchi, and Thomas I. Wahl, 2005. "After the BSE Discoveries: Japanese Consumers' Food Safety Perceptions and Willingness to Pay for Tested Beef." *Australian Journal of Agricultural and Resource Economics* 49(2): 197-209.
29. McCluskey, Jill J. and Maria L. Loureiro, 2003. "Consumer Preferences and Willingness to Pay for Food Labeling: a Discussion of Empirical Studies," *Journal of Food Distribution Research* 34(3): 95-102.
30. Loureiro, Maria L., Jill J. McCluskey, and Ron C. Mittelhammer, 2002. "Will Consumers Pay a Premium for Eco-labeled Apples?" *Journal of Consumer Affairs* 36(2): 203-219.
31. Loureiro, Maria L., Jill J. McCluskey, and Ron C. Mittelhammer, 2001. "Assessing Consumers Preferences for Organic, Eco-labeled and Regular Apples," *Journal of Agricultural & Resource Economics* 26(2): 404-416.
32. Loureiro, Maria L. and McCluskey, Jill J., 2000. "Assessing Consumers Response to Protected Geographical Identification Labeling," *Agribusiness: An International Journal* 16(3): 309-320.

### **Environmental and Resource Economics**

33. Winfree, Jason A. and Jill J. McCluskey, 2007. "Takings of Development Rights with Asymmetric Information and an Endogenous Probability of an Externality," *Journal of Housing Economics* 16(3&4): 320-333
34. Winfree, Jason A., Jill J. McCluskey, and Ron C. Mittelhammer, 2006. "Buyer-Type Effects in Conservation and Preservation Property Values," *Journal of Real Estate Finance and Economics* 33(2):167-179.
35. Hsiang-Tai Lee, Jonathan Yoder, R.C. Mittelhammer, and Jill J. McCluskey, 2006. "A State-Space Markov Regime-Switching Model of Dynamic Futures Hedging," *Journal of Futures Markets* 26(2): 103-129.
36. McCluskey, Jill J. and Gordon C. Rausser, 2003. "Stigmatized Asset Value: Is it Temporary or Long-term?" *The Review of Economics and Statistics* 85(2): 276-285.
37. McCluskey, Jill J. and Gordon C. Rausser, 2003. "Hazardous Waste Sites and Housing Appreciation Rates," *Journal of Environmental Economics and Management* 45(2): 166-176.
38. Loureiro, Maria L., Jill J. McCluskey, and Ron C. Mittelhammer, 2003. "Are Stated Preferences Good Predictors of Market Behavior?" *Land Economics* 79(1):44-55.
39. McCluskey, Jill J., Ray G. Huffaker, and Gordon C. Rausser, 2002. "Neighborhood Effects and Compensation for Property Value Diminution," *Law & Policy* 24(1): 37-50.
40. McCluskey, Jill J. and Gordon C. Rausser, 2001. "Estimation of Perceived Risk and Its Effect on Property Values," *Land Economics* 77(1):42-55.
41. McCluskey, Jill J. and Gordon C. Rausser, 1999. "Federal Grazing Reform and Avoidable Risk," *Journal of Agricultural and Resource Economics* 24(1): 140-154.

**Economics of the Media**

42. Curtis, K.R. Jill J. McCluskey, and Johan F.M. Swinnen, 2008. "Differences in Global Risk Perceptions of Biotechnology and the Political Economy of the Media," *International Journal of Global Environmental Issues* 8(1&2): 77-89.
43. Kuzyk, Patricia and Jill J. McCluskey, 2006. "The Political Economy of the Media: Coverage of the U.S.-Canadian Lumber Trade Dispute," *World Economy* 29(5): 637-654.
44. Swinnen, Johan F.M. and Jill J. McCluskey, 2006. "Trade, Globalization, and the Media: Introduction," *World Economy* 29(5): 611-614.
45. Swinnen, Johan F.M., Jill J. McCluskey, and Nathalie Francken, 2005. "Food Safety, the Media, and the Information Market," *Agricultural Economics* 32(s1):175-188.
46. Kuzyk, P., Jill J. McCluskey, and S.D. Ross, 2005. "Testing a Political Economic Theory of the Media: How Were Steel Tariffs Covered?" *Social Science Quarterly* 86(4): 812-825.
47. McCluskey, Jill J. and Johan F.M. Swinnen. 2004. "Political Economy of the Media and Consumer Perceptions of Biotechnology," *American Journal of Agricultural Economics* 86(5):1230-1237.

**New Technology**

48. Markosyan, A., J.J. McCluskey, and T.I. Wahl, 2009. "Consumer Response to Information about a Functional Food Product: Apples Enriched with Antioxidants," *Canadian Journal of Agricultural Economics* 57: 325-341.
49. Anand, A. Mittelhammer, R.C.; and McCluskey, J.J. 2007. "Consumer Response to Information and Second-Generation Genetically Modified Food in India," *Journal of Agricultural & Food Industrial Organization* 5(1): Article 8. Available at: <http://www.bepress.com/jafio/vol5/iss1/art8>
50. Curtis, Kynda R., Jill J. McCluskey, and T.I. Wahl. 2004. "Consumer Acceptance of Genetically Modified Food Products in the Developing World," *AgBioForum: The Journal of Agrobiotechnology Management and Economics* 7(1&2): 69-74.
51. Li, Quan, Jill J. McCluskey, and Thomas I. Wahl, 2004. "Effects of Information on Consumers' Willingness to Pay for GM-Corn-Fed Beef," *Journal of Agricultural & Food Industrial Organization*: Vol. 2: No. 2, Article 9. <http://www.bepress.com/jafio/vol2/iss2/art9>.
52. Ouchi, Hiromi, Jill J. McCluskey and Thomas I. Wahl. 2004. "Implications of the Consumer Response to Emerging Technologies and Diseases for International Trade: The Case of Japan," *Western Economic Forum* 3(1): 11-16.
53. Grimsrud, Kristine M., Jill J. McCluskey, Maria L. Loureiro, and Thomas I. Wahl, 2004. "Consumer Attitudes toward Genetically Modified food in Norway." *Journal of Agricultural Economics* 55(1): 75-90.
54. McCluskey, Jill J., Kristine M. Grimsrud, Hiromi Ouchi, and Thomas I. Wahl, 2003. "Consumer Response to Genetically Modified Food Products in Japan," *Agricultural and Resource Economics Review* 32(2): 222-231.
55. Curtis, Kynda R., Quan Li, Jill J. McCluskey, and Thomas I. Wahl, 2002. "Is China the Market for GM Potato Products?" *AgBioForum: The Journal of Agrobiotechnology Management and Economics* 5(4): 175-178.

56. Li, Quan, Kynda R. Curtis, Jill J. McCluskey, and Thomas I. Wahl, 2002. "Consumer Attitudes toward Genetically Modified Foods in China," *AgBioForum: The Journal of Agrobiotechnology Management and Economics* 5(4): 145-152.
57. McCluskey, Jill J. 2000. "Read the Warning: This Product May Contain GMOs," *CHOICES* second quarter: 39-43.

### **Agricultural Economics**

58. McCluskey, J.J. 2009. "Economic Forces Affecting International Wine Markets: An Introduction," *Journal of Wine Economics* 4(1): 25-26.
59. Cembali, Tiziano, Raymond J. Folwell, Ray Huffaker, Jill McCluskey, and Philip Wandschneider, 2008. "Economic Evaluation of Selective Mechanical Harvesting for Asparagus." *Acta Horticulturae*. (ISHS, 2008) 776:33-44.
60. Cembali, T., R.J. Folwell, R. Huffaker, J. McCluskey, and P. Wandschneider, 2007. "Economics of Alternative Simulated Manual Asparagus Harvesting Strategies," *Agricultural Systems* 92(1): 266-294.
61. Cembali, Tiziano, Raymond J. Folwell, Jill McCluskey, Ray Huffaker, and Philip Wandschneider, 2006. "Economic Analysis of the Inter-year Effect of Alternative Harvesting Strategies for Asparagus." *Journal of Vegetable Science* 12(1): 29-50.
62. McCluskey, Jill J., Maria L. Loureiro, and Philip Wandschneider, 2002. "Student Preferences for Agricultural Economics Degree Names," *NACTA Journal* 46(4): 29-33.
63. Erica C. Brueckner, Ken D. Duft, and Jill J. McCluskey. 2000. "Patron Demand Deposit Account and Regional Patronage Financing Activities of Agribusiness Cooperatives." *Journal of Agribusiness*, 18(3): 289-302.
64. Worley, Thomas and Jill J. McCluskey. 2000. "Production Contracts as a Means of Vertical Coordination with Applications to the Wheat Industry," *Journal of Food Distribution Research* 31(1): 215-224.
65. Janda, Karel, Jill J. McCluskey, and Gordon C. Rausser, 2000. "Food Import Demand in the Czech Republic," *Journal of Agricultural Economics* 51(1):22-44.
66. Goodhue, R.E., Jill J. McCluskey, and G.C. Rausser, 1997. "Central European Agricultural Policy and E.U. Accession," *Current Politics and Economics of Europe*, 7(1):35-47.

### **Sports Economics**

67. Winfree, J.A. and Jill J. McCluskey, 2008. "Incentives for Post-Apprehension Self-Punishment," *International Journal of Sport Finance* 3(4): 196-209.
68. Winfree, J.A., Jill J. McCluskey, R.C. Mittelhammer, and Rodney Fort, 2004. "Location and Attendance in Major League Baseball." *Applied Economics* 36(19): 2117-2124.

### **BOOK CHAPTERS**

1. McCluskey, J.J. and S. Shreay, forthcoming. "Culture and Beer Preferences," in *The Economics of Beer*, Johan F.M. Swinnen, ed. Oxford University Press.
2. Costanigro, M. and J.J. McCluskey, forthcoming 2010. "Hedonic Analysis and Product Characteristic Models," in the *Handbook on the Economics of Food Consumption and Policy*, Jayson Lusk, Jutta Roosen and Jason Shogren, eds., Oxford University Press.

3. McCluskey, J.J. and J.F.M. Swinnen, 2010. "Media Economics and the Political Economy of Information," in the *Handbook of Business and Government*, D. Coen, W. Grant and G. Wilson, eds., Oxford University Press, pp. 643-662.
4. Jason A. Winfree, Jill J. McCluskey, and Rodney Fort, 2007. "Transactions Cost Variation and Vertical Integration: Major League Baseball's Minor League Affiliates," in *International Perspectives on the Management of Sport*, Milena Parent and Trevor Slack, eds., Elsevier Academic Press, London, pp. 173-190.
5. McCluskey, Jill J., 2006. "Public and Private Food Quality Standards: Recent Trends and Strategic Incentives," *Global Supply Chains, Standards, and the Poor: How the Globalization of Food Systems and Standards Affects Rural Development and Poverty*, J.F.M. Swinnen, ed., CABI Publishing, Wallingford, U.K., pp. 19-25.
6. McCluskey, Jill J. Kristine M. Grimsrud, and Thomas I. Wahl, 2006. "Comparisons of Consumer Responses to Genetically Modified Foods in Asia, North America, and Europe," in *Economics of Regulation of Agricultural Biotechnologies*, Richard E. Just, Julian Alston, and David Zilberman, editors, New York, NY: Springer/Kluwer Academic Publishers, pp. 227-240.
7. McCluskey, J.J., Kristine M. Grimsrud, and Thomas I. Wahl, 2004. "Comparing the Consumer Responses toward Genetically Modified Foods in Japan and Norway," in *Consumer Acceptance of Genetically Modified Foods*, V. Santaniello and R.E. Evenson, eds., CABI Publishing, Wallingford, U.K., pp. 111-116.
8. McCluskey, Jill J. and George Goldman, 1996. *The Value of Agriculture to Ventura County: An Economic Analysis*, University of California, Hansen Trust, 180p.

#### **OTHER PUBLICATIONS**

1. McCluskey, J.J., 2009. Book review of Kostas Karantininis and Jerker Nilsson (eds) "Vertical Markets and Cooperative Hierarchies: The Role of Cooperatives in the Agri-Food Industry," in *Agribusiness*.
2. Cathy A. Roheim, Catherine Durham, Robert King, Aaron Johnson, Jill McCluskey, Iain Pardoe, Jeannine Flores, and Huixia Zhao, 2007. "Rhode Island Consumers' Preferences for Locally-Produced Food: Report on Results from a 2006 Survey." Available at [http://www.uri.edu/cels/enre/docs\\_CRoheim/URI\\_ecolabeling\\_report.pdf](http://www.uri.edu/cels/enre/docs_CRoheim/URI_ecolabeling_report.pdf).
3. Painter, Kathleen and J.J. McCluskey, 2007. "An Analysis of Consumer Demand for Differentiated Farm Commodities: Implications for the Farm Sector," Report, Agriculture of the Middle, Project funded by W.K. Kellogg Foundation and the USDA Sustainable Agriculture Research and Education Program.
4. McCluskey, Jill J. and Thomas I. Wahl. 2003. "Consumer Responses toward Genetically Modified Foods in Asia and Europe." *Agri-chemical and Environmental News*, <http://www.aenews.wsu.edu/Jan03AENews/Jan03AENews.htm>.
5. McCluskey, J.J., Kristine M. Grimsrud, Kynda R. Curtis, Quan Li, and Thomas I. Wahl, 2003. "Consumer Attitudes and Willingness to Pay for Genetically Modified Foods: A Cross-Country Comparison," National Agricultural Biotechnology Council 15, pp. 117-124.
6. McCluskey, Jill J., 2001. "This Meal May be Hazardous to Your Health," *Newsday* (New York) op ed piece. April 5, 2001. Reprinted in various newspapers that subscribe to the *Washington Post* newswire.



7. Loureiro, Maria L. and Jill J. McCluskey, 2000. "Effectiveness of PGI and PDO Labels as a Market Incentive for Rural Development Policies" in *The Socio-economics of Origin Labelled Products in Agri-food Supply Chains: Spatial, Institutional and Co-ordination Aspects*. INRA "Actes et Communications" 17-1: 157-161.
8. Worley, Thomas and Jill J. McCluskey, 1999. "Emerging Market Coordination Strategies for Pacific Northwest Wheats," *Wheat Life* 42(4): 46.

#### **CONSULTING REPORTS AND EXPERT TESTIMONY**

1. McCluskey, Jill J., 2007. Legislative testimony before the Washington State Senate Committee on Economic Development, Trade & Management.
2. McCluskey, Jill J., 2004. Expert testimony in Federal jury trial for the defense on the effect of an industrial accident on property values in *Smith v. Kansas Gas Service et al.*
3. McCluskey, Jill J., 2003. Expert testimony for the plaintiffs by deposition on equitable compensation for diminution in property values caused by environmental stigma in *Cox, et al. v. City of Dallas*.
4. McCluskey, Jill J., 2001. Expert testimony for the plaintiffs by deposition on the effect of environmental contamination on property values for *Charles Miller, et al. v. City of Dallas*.
5. McCluskey, Jill J., 1999. *The Economics of Biotechnology in the Turf Seed Industry*, for Jacklin Seed of Post Falls, Idaho, a Division of Simplot.
6. Goodhue, Rachael E. and Jill J. McCluskey, 1995. *Competitive Rating in Workers' Compensation Insurance: Theory, Reforms, and Performance in California and Other States*, State of California, Commission on Health and Safety and Workers' Compensation.

#### **DEPARTMENTAL SEMINARS**

Iowa State University; Kansas State University; North Carolina State University; North Dakota State University (endowed lecture); Ohio State University; Oregon State University; Pennsylvania State University; University of California, Berkeley; University of California, Davis; University of Washington, USDA-ERS; U.S. EPA, and Washington State University.

**INVITED PRESENTATIONS: 23, includes Keynote and Plenary**

**CONFERENCE PRESENTATIONS: 85**

**OUTREACH PRESENTATIONS: 10**

**POSTERS, PEER REVIEWED: 11**

#### **UNIVERSITY TEACHING**

##### Microeconomic Theory:

Econ 503, Ph.D.-core microeconomic theory II, 2003-05; 2011-.

##### Industrial Organization and Markets:

EconS 593, Ph.D.-level field on topics in industrial organization (co-taught), 2008-10.

EconS 594, Ph.D.-level field in industrial organization theory, led independent studies 2004, 2005; lecture course, 2006-present.

AgEc 551 Ph.D.-level course with an agricultural industrial organization/contract theory focus, 2000, 2002 (co-taught in 2002).

EconS 550, Game theory and Experimental Economics intended for Masters-level Economics and Ph.D.-level Marketing and Management Students course, spring 2007.

AgEc 550, Masters-level course with an agricultural industrial organization focus, 1999, 2001-05 (co-taught after 2002).

AgEc 350, Undergraduate-level agricultural marketing course, 2001-04.

Mathematical and quantitative methods:

AgEc 512, Special topics in Ph.D.-level econometrics (co-taught), fall 1999.

ARE 211 (U.C. Berkeley), Graduate student instructor under Professor George Judge, Ph.D. first-year math/econometrics, fall 1995.

Math Preparation Course for incoming Ph.D. students (U.C. Berkeley), summer 1995.

**PH.D. COMMITTEE CHAIR**

**Current Students**

1. Chris Densmore, Ph.D. expected August 2011. *Industry-Leading Technology and End-User Pricing within Two-Sided Markets: An Analysis of the Entertainment Console Market.*
2. Shuo Li, Ph.D. expected August 2011. Dissertation: *A Taste for Discounts in Retail Food Markets.*
3. Daniel Toro-Gonzales, Ph.D. expected May 2012. *Customization versus Mass Appeal with an Application to the Beer Industry.*
4. Hainan Wang, Ph.D. expected May 2011. Dissertation: *Effects of Information and Culture on Chinese Consumer Preferences: An Experimental Approach in the Field.*
5. Tak Wong, Ph.D. expected May 2011. Dissertation: *Essays on Empirical Industrial Organization in the Airline Industry* (co-chair with J. Yan).
6. Jared Woolstenhulme, Ph.D. expected May 2013. Dissertation: *The Two-Body Problem in Academia.*
7. Andrey Zaiken, Ph.D. expected May 2012, (co-advisor with A. Espinola).

**Major Professor for Completed Doctoral Dissertations**

1. Joshua Berning, Ph.D. 2008. Dissertation: *Grocery Store Shelf Labeling and Consumer Choice Placement*: tenure track assistant professor, University of Connecticut.
2. Marco Costanigro, Ph.D. 2007. Dissertation: *Product Characteristics and Reputation Effects in the Wine Market*. Placement: tenure track assistant professor, Colorado State University.
3. Kelley Cullen, Ph.D. 2010. Dissertation: *Analyzing the Determinants of College and Health Care Choice*. Placement: tenure track assistant professor, Eastern Washington University.
4. Kynda Curtis, Ph.D. 2003. Dissertation: *Industrialized, Global Markets for Processed Potato Products: Contracts, Westernization in Asia, and Biotechnology*. Placement: tenure-track assistant professor, University of Nevada, Reno.
5. Brady Horn, Ph.D., 2009. Dissertation: *The Economics and Measurement of Racial Bias in Law Enforcement*. Placement: tenure track assistant professor, University of New Mexico.
6. Jianqing "Jack" Hu, Ph.D. 2003. Dissertation: *Identity, Preferences, and Consumption: Asian Expatriates in the United States*. Placement: econometrician, American Express.
7. Ying Hu, Ph.D. 2007. Dissertation: *Effects of Sensory Attributes on Consumer Preferences*. Placement: Econometrician, American Express.

8. Maria Luz Loureiro-Garcia, Ph.D., 2000. Dissertation: *Reputation and Credence Goods*. Received the 2001 Food Distribution Research Society's Applebaum Award for the Outstanding Ph.D. Dissertation. Placement: tenure track assistant professor, Colorado State University (co-chair with R. Mittelhammer.)
9. Armenak Markosyan, Ph.D. 2009. Dissertation: *Essays on Modeling Individual Preferences*. Placement: Litigation Consultant, EconOne, Los Angeles.
10. Kevin Mongeon, Ph.D. 2010. Dissertation: *Cross Ownership and Market Power in Professional Sports*. Placement: tenure track assistant professor, University of New Haven.
11. Richard Nelson, Ph.D. 2005. Dissertation: *An Economic Analysis of Lagged Liability with Selected Applications in Natural Resource and Environmental Economics*. Placement: Economist, Internal Revenue Service.
12. Sanatan Shrey, Ph.D. 2009. Dissertation: *Essays on Modeling Limited Dependent Variables* (co-chair with H. Chouinard). Placement: Global Health Economist, Amgen.
13. Jason A. Winfree, Ph.D. 2003. Dissertation: *Valuation of Conservation and Preservation Properties*. Placement: tenure track Assistant Professor, University of Michigan, Ann Arbor.
14. Nan Yang, Ph.D. 2010. Dissertation: *Quality Differentiation in Wine Markets*. Placement: Post doctoral researcher, Washington State University.
15. Huifang Zhang, Ph.D. 2009. Dissertation: *Impacts of Food Borne Illness and Information on Food Demand* (co-chair with T. Marsh). Placement: Analyst, Dell Computer

## **MASTERS COMMITTEE CHAIR**

### **Current**

1. Christina Stump, MA expected 2011. Special Problem: Economics of Washington Wine Markets.

### **Completed**

1. Alshahrani, Saad, M.A., 2009. Special Problem: *The Relationship between Oil Prices and the Saudi Arabian Stock Market*. Placement: World Bank.
2. Balch, Sean, M.S., 2010. Special Problem: Economics of Open-Source Software, Placement: analyst, Insightful Corp.
3. Jose Cuellar, M.A., 2004. Thesis: *Mexican Consumer Preferences for Biotechnology and Retail Food Outlets*, placement: manager, Cargill.
4. Hodan Farah, M.A., 2004. Thesis: *Environmental Justice and Property Values*.
5. Kevin Graham, M.A., 2009. Special Problem: *Corporate Social Responsibility and Financial Returns with an Emphasis on the Food Industry*.
6. Lillie McComb, M.A., 2005. Special Problem: *Effect of Sensory Characteristics on Consumers' Willingness to Pay for New Lentil Products*. Placement: Statistician, USDA/NASS.
7. Matthew Moore, M.A., 2005. Thesis: *BSE in North America: Consumers' Perceptions and Willingness to Pay for Tested Beef*, placement: Buyer, Cargill.
8. Hiromi Ouchi, M.A., 2002. Thesis: *Japanese Consumer Preferences for Biotechnology and Food Safety*, placement in Ph.D. program.
9. Brian Sancewich, M.A., 2008. Special Problem: *Ocean Shipping Reform Act of 1998: Agribusiness Shipper's Response to Regulatory Change*. Placement in Ph.D. program.

10. Chris Singh, M.A. 2010. Special Problem: *Does It Pay To Be Good At Defense? Evidence from Major League Baseball*. Placement: *Mathematical Statistician*, USDA/NASS.
11. Kevin Sund, M.A., 2003. Thesis: *Marketing and Consumer Response to Grass-Fed Beef*, placement in beef industry.
12. Prabin Thapa, M.A., 2002. Thesis: *Incentives and Performance in the Processed Potato Industry*, placement in Ph.D. program.
13. Khaliela Wright, M.A., 2004. Thesis: *Effect of Eating Quality Characteristics on Consumers' Willingness to Pay for Washington State Gala Apples*, placement: instructor, Lewis Clark State College.

#### **UNDERGRADUATE RESEARCH ADVISOR**

1. Randi Boeckman, B.S., 2005. Honors Thesis: *Consumer Preferences for Country-of-Origin Labeling of Beef: Is it Worth it?*
2. Joshua Nelson, B.S., 2010. Research Topic: *Effects of Posting Calorie Information on Quick Service Restaurant Menus*.

#### **MEMBER OF GRADUATE COMMITTEES**

Current: 3 Ph.D. and 1 masters

Past: 19 Ph.D. and 16 masters

#### **POST DOCTORAL SUPERVISION**

1. Junfei Bai, 2007-08. Research topic: Markets and Consumer Behavior in China. Placement: associate professor, Center for Chinese Agricultural Policy (CCAP) at Chinese Academy of Sciences.
2. Kristine Grimsrud, January to June 2002. Research topic: Willingness to pay for biotechnology and food safety. Placement: tenure-track assistant professor, University of New Mexico.
3. Kwamena Quagraine, 2000-01. Research topics: A Latent Variable Approach to Measuring Reputation and New Empirical Approaches to Estimating Market Power. Placement: tenure-track assistant professor, University of Arkansas at Pine Bluff.

#### **INDUSTRY/ UNIVERSITY ALLIANCES**

1. Data-sharing Agreement between Regional Quick-Service Restaurant Chain and WSU, 2009 - present.
2. Data-Sharing Agreement between Large Retail Grocery Chain and WSU, 2007 – present.

#### **SERVICE (Selected)**

##### Journal Editing

Associate Editor, *Journal of Industrial Organization Education*, BE Press, 2005 - present.

Editorial Board, *Journal of Wine Economics*, 2006 – present.

Associate Editor, *American Journal of Agricultural Economics*, Blackwell, 2004 - 2007.

Guest Editor, *Journal of Wine Economics*, September 2009.

Mini-Symposium Editor, *World Economy*, May 2006.

Journal Reviewer for: *AgBioForum, Agricultural and Resource Economic Review, Agricultural Finance Review, American Journal of Agricultural Economics, American Journal of Alternative Agriculture, Australian Journal of Agricultural and Resource Economics, Canadian Journal of Agricultural Economics, Contemporary Economic Policy, Ecological Economics, Empirical Economics, European Review of Agricultural Economics, Food Policy, International Journal of Industrial Organization, International Journal of Wine Business Research, Journal of Advertising, Journal of Agricultural and Applied Economics, Journal of Agricultural Economics, Journal of Agricultural and Resource Economics, Journal of the American Water Resources Association, Journal of Environmental Economics and Management, Journal of Food Distribution Research, Journal of Health Economics, Journal of International Food & Agribusiness Marketing, Journal of Regulatory Economics, Journal of Wine Economics, Journal of Wine Research, Land Economics, Natural Resources Modeling, Postharvest Biology and Technology, Real Estate Economics, Resource & Energy Economics, Review of Agricultural Economics, Review of Industrial Organization, Western Economic Forum, World Bank Economic Review.*

Book Reviewer for: Blackwell Publishing, Cambridge University Press

Conference Organization:

Scientific Committee, *Beeronomics: on the Economics of Beer and Brewing*, Katholieke Universiteit Leuven, Belgium, May 27-29, 2009.

Conference organizer, *Competitive Forces Affecting the Wine and Winegrape Industries: An International Conference on World Wine Markets*, sponsored by the IMPACT Center, Center for Wine Economics and Business of the Robert Mondavi Institute for Wine and Food Sciences and the Giannini Foundation of Agricultural Economics, University of California, in Davis, California, August 8-11, 2007.

Workshop organizer, *Marketing Washington Wine*, (included interdisciplinary speakers from WSU, UC Davis, Oregon State University, and Princeton University, and the Washington wine industry), sponsored by the IMPACT Center, April 6, 2006, Pullman, WA.

Conference Organizer, Northwest Food Safety Consortium's Annual Food Safety Farm to Table Conference, Moscow, ID, 1999.

Evaluator for:

National Science Foundation, Economics Grant Program

CERGE-EI/World Bank Global Research Competition

USDA NRICGP (categories: food safety and markets and trade).

AAEA Quality of Research Discovery, 2007.

AAEA Outstanding Masters Thesis

AAEA and WAEA Annual Meeting Selected Papers and Posters, annually, 1999-present.

WAEA Outstanding Masters Thesis

American Council on Consumer Interests (ACCI) Annual Meeting Selected Papers, 2005, 2006

Outside examiner, Ph.D. theses, Promotion and Tenure cases

External Evaluator Swedish Agricultural University, Uppsala, Sweden, May 1-8, 2009.

National and Regional:

***American Agricultural Economics Association (AAEA)***

*Director (elected) 2005 - 08.*

Special Committee for transition to association management corporation, 2007.

***Section Leadership***

Chair-Elect, Food and Agricultural Marketing and Policy section, 2010-2011.

Executive Board and Founding Member (elected), Econometrics section, 2007- 09.

Executive Board (elected), Food and Agricultural Marketing and Policy section, 2006-07.

Executive Board (elected), Food Safety and Nutrition section, 2002 - 04.

***Committee Service***

Nominating Committee, 2009 – present, T.W. Schultz Distinguished Lecture Committee; 2008- present; Publication of Enduring Quality Award Committee, 2006 – present; AAEA Logo Redesign Working Group, 2008; Web Development Working Group, 2008; Annual Meeting Selected Paper Committee, 2003-06; Chair, Outstanding Masters Thesis Subcommittee, 2003; New Products Committee, 2002-03; Nominations Committee, 2001-02; Professional Activities Committee, 1999 – 2003; Quantitative Methods Topic Leader for Annual Meeting Selected Posters, 2001.

***Western Agricultural Economics Association (WAEA)***

Chair, Awards Committee, 2008-09.

Vice President (elected), 2004-05.

Selected Paper Chair, Annual Meetings, 2005.

Director (elected), 2001-03.

***Service in Other Associations and Regional Research Projects***

SDC338 Regional Project, *Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer-Oriented Fruit and Vegetable Sector*, 2009-present.

W-1133 Regional Project, *Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands*, 2002 –2010.

NE-165 Regional Project, *Private Strategies, Public Policies, and Food System Performance*, 1998-02.

International Agricultural Trade Research Consortium (IATRC), 2006-present.

Mentor, CeMENT, the NSF-funded Mentoring Workshop organized by the Committee on the Status of Women in the Economics Profession (CSWEP), Amer. Econ. Association, 2006.

State: Member, Tacoma Smelter Plume Real Estate Advisory Group, Department of Ecology, State of Washington, 2002.

University:

Member, Provost's Advisory Committee on Tenure and Promotion, 2010.

Faculty Hearing Committee Panel, WSU, 2008 - 2011.

Member, Graduate Mentor Academy, WSU, 2004 - present.

Chair and member, Samuel Smith Award Selection Committee, chair 2006; member 2005-07

Member, President's Commission on the Status of Women, WSU, 2004-2005.

Senator (elected), Faculty Senate, 2000-2004.

Member, Election Subcommittee, Faculty Senate, 2001-2004.

Member, Leadership Nomination Committee, WSU Faculty Senate, 2004.

Member, WSU Children's Center Advisory Committee, 1999 – 2004.

### College

Member, Task Force for Revising the CAHNRS Tenure and Promotion Policies, Procedures, and Criteria, 2010.

Member, Women's History Month Committee, CAHNRS, 2006-2008.

Member, Post-Harvest Design Team, 2000-2001.

### Academic Unit:

Director, Graduate Placement, 2010-present.

Chair, Graduate Studies, 2003-2010.

Leigh Lecture Organizer, 2005- present (Speakers include Nobel Laureates Robert Lucas 2010; James Heckman, 2007; Daniel McFadden, 2006; Tim Kehoe, 2008; and Jerry Hausman, 2009).

Chair, Newsletter Committee, 2008.

Chair, Undergraduate Curriculum Review, 2004-2005.

Chair, Tenure, Promotion, and Evaluation Guidelines Committee, 2004-2005.

Member, Masters Curriculum Review, 2004-2005.

Faculty Search Committees, Berkeley: 1997. WSU: 2001, 2004 (Search Chair), 2005, 2006, 2007 (Search Chair), 2008 (Search Chair).

Faculty Mentor Committees (member & chair), 2002- present

Chair, Department Awards Committee, 2002-2003.

Chair, Departmental Seminar Committee, 1999 - 2001.

Member, Faculty Website Review Committee, 1999 – 2003, 2005-present.

Member, Ph.D. Qualifying Exam Committee, 1998 - present.

### **PROFESSIONAL AFFILIATIONS**

American Agricultural Economics Association, American Economics Association, Australian Agricultural and Resource Economics Society, Food Distribution Research Society, Northeastern Agricultural and Regional Economics Association, Western Agricultural Economics Association.

Last Updated: December 2010.