

## CURRICULUM VITÆ

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### 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.    **Personalized Pricing and Price Fairness.** Timothy J. Richards, Jura Liaukonyte, Nadia A. Streletskaya. *International Journal of Industrial Organization* 44: 138-153, 2016.
2.    **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.
3.    **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.
4.    **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.
5.    **Taxes, Subsidies, and Advertising Efficacy in Changing Eating Behavior: an Experimental Study.** Nadia A. Streletskaya, Pimbucha Rusmevichientong, Wansopin Amatyakul and Harry M. Kaiser. *Applied Economic Perspectives and Policy* 36(1): 146-174, 2014.
6.    **Response to Comment on Taxes, Subsidies, and Advertising Efficacy in Changing Eating Behavior: an Experimental Study.** Nadia A. Streletskaya, Harry M. Kaiser. *Applied Economic Perspectives and Policy*, 36(4): 722-726, 2014.
7.    **The Impact of Food Advertisements on Changing Eating Behaviors: an Experimental Study.** Pimbucha Rusmevichientong, Nadia A. Streletskaya, Wansopin Amatyakul and Harry M. Kaiser. *Food Policy*, 44: 59-67, 2014.
8.    **Consumer Response to “Contains” and “Free of” Labeling: Evidence from Lab Experiments.** Jura Liaukonyte, Nadia A. Streletskaya, Harry M. Kaiser, and Bradley J. Rickard. *Applied Economic Perspectives and Policy*, 35(3): 476- 501, 2013.

## OTHER PUBLICATIONS

1. **Nestle, Marion. Soda Politics: Taking on Big Soda (and Winning).** Nadia A. Streletskaya. *American Journal of Agricultural Economics*, 98(5): 1560-1561, 2016.

## WORKING PAPERS

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### **Urban Consumer Preferences for Nutrient-fortified Foods in Zambia: a Choice Experiment.**

Nadia A. Streletskaya, Samuel Bell, Grace Kuo, Emily Heneghan Kasoma.

### **Organic grapes or organic wine: unpacking consumer preferences in presence of certification standards information.**

Nadia A. Streletskaya, Jura Liaukonyte, Harry M. Kaiser.

### **Welfare Analysis of Trans Fat Ban: the Microwaveable Popcorn Market.**

Debi Prasad Mohapatra, Nadia A. Streletskaya, Emily Wang.

### **Social Presence and Shopping Behavior: Evidence from Video Data.**

Nadia A. Streletskaya.  
**Impacts of consumption interdependence and consumer learning on market entry: the case of steak sauce.** Christoph Bauner, Emily Wang, Nadia A. Streletskaya.

## WORK IN PROGRESS

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

Tasting rooms, available alternatives and consumer propensity to buy wine and wine club subscriptions.

Do you remember what you like? Memory and tastings in WTP and consumer preference studies.

Using reactance in behavioral nudges: is the current status quo taking your choice away?

The choice paradox and WTP for organic foods.

The relative effectiveness of habit forming behavioral interventions over time.

## AWARDS AND GRANTS

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2017 \$50,000 PI, Oregon Wine Board experimental work 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.

## 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;

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, Corvallis OR);

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

2016 AAEA Annual Meeting (August 2016, Boston MA);

2016 ASSA Annual Meeting (January 2016, San Francisco CA);

Global Food Security (October 2015, Ithaca NY);

ICAE 2015 (August 2015, Milan, Italy);  
2015 AAEA Annual Meeting (July 2015, San Francisco CA);  
Scaling Up Nutrition WFP Zambia “Consumer Preferences in Zambia” workshop (July 2015, Lusaka, Zambia);  
2014 EAAE Congress (August 2014, Ljubljana, Slovenia);  
2014 CEA/CEAS Joint Annual Meeting (May 2014, Vancouver, Canada);  
Guest Lectures for Analysis of Agricultural Markets, AEM 6400, Cornell University (Fall 2013; Fall 2014, x2; Fall 2015);  
2013 NAREA Annual Meeting (June 2013, Ithaca NY).

### PROFESSIONAL ACTIVITIES

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Reviewer for: *Applied Economic Perspectives and Policy; Agribusiness: an International Journal; Journal of Agricultural and Resource Economics; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; AAEA poster sessions; American Journal of Preventive Medicine; Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie; Ecological Economics; Environmental and Resource Economics; Food Policy; Journal of Food Distribution Research; Water Resource Research.*

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.*

### TEACHING AND OTHER EXPERIENCE

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#### Oregon State University, Corvallis, OR:

AEC 311 “Intermediate Applied Economics: Producers and Consumers” (scheduled);  
AEC 699 “Behavioral and Experimental Economics” (scheduled);  
AEC 221 “Agriculture and Food Marketing”;  
**Co-Instructor**, AEC 448/558 “Advanced Topics in Environmental and Resource Economics”.

#### 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.

#### Other experience:

Spring 2015 **Research Consultant**, World Food Programme (WFP) Zambia.  
Summer 2012 **Research Assistant**, Cornell University, Ithaca, NY. Professor Bradley Rickard.  
2011 – 2014 **Research Assistant**, Cornell University, Ithaca, NY. Professor Jura Liaukonyte.

### 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