MICHELLE S. SEGOVIA

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Agricultural and Applied Economics
University of Missouri, Columbia, MO 65211

EDUCATION

PhD Agricultural Economics, Texas A&M University, TX, USA 2018
MSc Agricultural Economics, Texas A&M University, TX, USA 2014
BS Food Science and Technology, Pan-American School of Agriculture, Zamorano, Honduras 2011

EMPLOYMENT

University of Missouri
Assistant Professor, Department of Agricultural & Applied Economics September 2018 -

Texas A&M University
Laboratory Administrator, the Human Behavior Lab 2015 - 2018
Nutrition Research Scholar, Department of Food Science and Nutrition Spring 2011 - 2012

PUBLICATIONS

1. Kee, J., Segovia, M. S., Saboury, P., & Palma, M. A. (2022). "Appealing to Altruistic Motives to Promote Healthy Food Choices: A Natural Field Experiment." *Food Policy* (forthcoming).
2. Segovia, M. S., Grashuis, J., Skevas, T. (2021). "Consumer Preferences for Grocery Purchasing during the COVID-19 Pandemic: A Quantile Regression Approach." *British Food Journal* (forthcoming).
3. Segovia, M. S., Palma, M. A., & Nayga Jr, R. M. (2020). "Can Episodic Future Thinking Affect Food Choices?" *Journal of Economic Behavior & Organization*, *177*, 371-389.
4. Segovia, M. S., & Palma, M. A. (2020). "Testing the Consistency of Preferences in Discrete Choice Experiments: An Eye Tracking Study." *European Review of Agricultural Economics*.
5. James, H. S., & Segovia, M. S. (2020). "Behavioral Ethics and the Incidence of Foodborne Illness Outbreaks." *Journal of Agricultural and Environmental Ethics*, *33*(3), 531-548.
6. Grashuis, J., Skevas, T., & Segovia, M. S. (2020). "Grocery Shopping Preferences during the COVID-19 Pandemic." *Sustainability*, *12*(13), 5369.
7. Segovia, M. S., Palma, M. A., & Nayga Jr, R. M. (2019). "The Effect of Food Anticipation on Cognitive Function: An Eye Tracking Study." *PLOS One*, *14*(10), e0223506.
8. Huseynov, S., Kassas, B., Segovia, M. S., & Palma, M. A. (2019). "Incorporating Biometric Data in Models of Consumer Choice." *Applied Economics*, *51*(14), 1514-1531.
9. Palma, M. A., Segovia, M. S., Kassas, B., Ribera, L. A., & Hall, C. R. (2018). "Self-control: Knowledge or Perishable Resource?" *Journal of Economic Behavior & Organization*, *145*, 80-94.
10. Segovia, M. S., & Palma, M. A. (2016). "Buying your Way into a Healthier Lifestyle: A Latent Class Analysis of Healthy Food Purchases." *Applied Economics*, *48*(21), 1965-1977.
11. Rajo, L. A., Segovia, M. S., Arias, F., & Palma, M.A. (2016). "Willingness-to-Pay for an Educational Label: The Zamorano University Brand." *International Food and Agribusiness Management Review*, *19*(1030-2016-83101), 113-126.

12. Segovia, M. S., Palma, M. A., & Leskovar, D. I. (2015). "Factors Affecting Consumer Preferences and Willingness to Pay for Artichoke Products." *Acta Horticulturae*, 1147, 271-280.

WORK IN PROGRESS

"Nudging meat eaters toward healthier and environmental substitutes: An online supermarket experiment." With N. Yu, and E. Van Loo. (Conditionally accepted).

"Distributional Effects of Perceptional Financial Scarcity and Abundance on Food Choices." With S. Huseynov, and M. Palma. (Submitted)

"The Mental Burden of Stay-At-Home Order Extensions during COVID-19." With S. Huseynov, M. Palma, and R. Nayga. (Submitted).

"The Effect of the Veil of Ignorance on Grocery Shopping Preferences." With J. Grashuis. (Submitted).

"Exploring the Effect of Carbon Footprint on Restaurant Consumer's Behavior: An Application of the Extended Theory of Planned Behavior Model." With P. Liu, E. Tze, and R. Nayga. (Submitted).

"Understanding the Determinants of Crop (Under)Insurance Purchases." With S. Gerlt, and W. Thompson. (Manuscript in preparation).

"Does a beginning farmer's race and gender influence consumer decisions?" With S. Zhao, M. Palma, R. Nayga, and R. Rainey. (Manuscript in preparation).

"Anthropomorphic Food Labels and Food Choices." With J. Kee and M. Palma. (Manuscript in preparation).

"Behavioral Response to COVID-19 Immunization Incentive Programs: An Experimental Economics Analysis of Policy Alternatives." With S. Frimpong and M. Sykuta. (Manuscript in preparation).

"Effects of Scarcity and Cognitive Load on Economic Decision Making." With S. Zhao and R. Nayga. (Manuscript in preparation).

"Increasing Enrollment of WIC Eligible Young Women: Qualitative and Experimental Evidence." With I. Arteaga, F. Carlos-Chavez, and R. Nayga. (Manuscript in preparation).

"The Effects of Decoupled Payments on Production Decisions and Its Relation to Farmer's Demographics." With M. Stringer and P. Westhoff. (Manuscript in preparation).

"Evaluating Consumers' Willingness to Support Beginning Farmers." With S. Zhao, M. Palma, R. Nayga, and R. Rainey. (Manuscript in preparation).

"The Effect of Hunger in Cognitive Ability." With M. Palma and R. Nayga. (Manuscript in preparation).

"Eye-Tracking and Presentation Formats in Choice under Risk." With A. Drichoutis, J. Lusk, J., and M. Palma.

"Consumer Preference for Pesticide Labeling –An Eye Tracking Experiment." With M. Palma, S. Zhao, and T. Skevas.

"Smart and Connected Farms: Social Costs of Adoption." With C. Valdivia and B. Barituka.

"Nudging Landowners Towards Environmental and Social Stewardship." With R. Massey and M. Taylor.

"Motivating Children's Healthy Eating in School: The Use of Incentives and Framing." With S. Zhao and R. Nayga.

"Framing Effects and Preference for Carbon Footprint Labels." With R. Nayga, P. Liu, and E. Tze.

"Information Avoidance, Temptation, and Regret." With G. Melo, M. Palma, and B. Toney.

MEDIA

James, H. S., & Segovia, M. S. (2021). "Five Biases That Make Food Unsafe." *New Food Magazine*.

EXTERNAL GRANTS

National Science Foundation, AIIRA: AI Institute for Resilient Agriculture, PI: B. Ganapathysubramanian. 2021–2026. Total award: $20 million; MU funds: $399,992.

Agriculture and Food Research Initiative, NIFA, Nudging Landowners and Tenants toward Environmental and Social Stewardship. PI: R. Massey. 2020–2023. $498,833.

National Science Foundation, Smart Integrated Farm Network for Rural Agricultural Communities (SIRAC). PI: A. Singh. 2020–2023. Total award: $1,499,830; MU funds: $298,938.

INTERNAL AWARDS AND GRANTS – UNIVERSITY OF MISSOURI

Early Investigator Research Achievement Award, College of Agriculture, Food and Natural Resources. 2022.

Research Council Grant, Increasing Enrollment and Retention in WIC, PI: I. Arteaga. 2022-2023. $10,000.

Research and Creative Works Strategic Investment Program Tier 3, Motivating Children's Healthy Eating in School, PI: M. Segovia. 2021-2022. $30,000.

Faculty International Collaboration Grant, College of Agriculture, Food and Natural Resources. 2019. $2,500.

Division of Applied Social Sciences Seed Grant. 2019. $5,000.

OTHER AWARDS AND PROFESSIONAL SUPPORT

Southern Agricultural Economics Association (SAEA) Best Thesis Award. 2015.

Department of Agricultural Economics Outstanding Graduate Thesis Award, Texas A&M University. 2014.

Instituto Ecuatoriano de Credito Educativo y Becas (IECE) Scholarship, Government of Ecuador. 2010.

Pan-American School of Agriculture, Zamorano Scholarship. 2008.

STUDENT MENTORSHIP

University of Missouri

Committee Chair: Youngbin Lee, PhD (exp. 2025); Julio Penados, MSc (exp. 2024); Francisco Munive, MSc (exp. 2024); No-Ya Lee, MSc (2021); Mitchell Stringer, MSc (2021)
Committee Member: Beomjoo Kim, PhD (exp. 2023); Barituka Bekee, PhD (exp. 2022); Hyewon Lee, PhD (exp. 2022); Eleni Galata Bickell, PhD (2020); Emma Boase, MSc (2018)
Undergraduate Mentorship: Mira Gandhi (exp. 2023)

TEACHING

University of Missouri

Introduction to Applied Microeconomics (BS)
Fall 2021
Behavioral and Experimental Economics (BS, MSc and PhD)
Fall 2019, Fall 2020, Fall 2021
Intermediate Microeconomics (BS and MSc)
Fall 2019, Fall 2020

CONFERENCES & PROGRAM PARTICIPATION

2022: Wageningen University, Marketing and Consumer Behavior Group, The Netherlands (scheduled, May 25); Agricultural & Applied Economics Association Annual Meeting, Anaheim, CA (scheduled, August 1); Cornell University, Charles H. Dyson School of Applied Economics and Management, Ithaca, NY; University of Nebraska-Lincoln, Department of Agricultural Economics; SAEA Annual Meeting, New Orleans, LA; Texas A&M University, Department of Agricultural Economics (invited virtual seminar); North Carolina State University, Department of Agricultural and Resource Economics (invited virtual seminar); ESA Special Virtual Meeting

2021: Texas A&M University, Department of Agricultural Economics, College Station, TX (invited seminar); University of Sonora, Economics Department, Mexico (invited seminar); Online Agricultural and Resource Economics Seminar (invited seminar); Agricultural & Applied Economics Association Annual Meeting, Austin, TX; Southern Agricultural Economics Association Virtual Meeting; North American Economic Science Association, Tucson, AZ (attendee only)

2020: Cornell University, Charles H. Dyson School of Applied Economics and Management, Ithaca, NY (visit only); University of Arkansas, Department of Agricultural Economics and Agribusiness, Fayetteville, AK (invited seminar); University of Missouri, Department of Hospitality and Management, Columbia, MO (invited seminar); Southern Agricultural Economics Association Annual Meeting, Louisville, KY; Experimental and Behavioral Economics Webinar; Agricultural & Applied Economics Association Virtual Meeting

2019: University of Sonora, Economics Department, Mexico (invited seminar); North American Economic Science Association Meeting, Los Angeles, CA (attendee only); Agricultural & Applied Economics Association Early Career Mentorship Workshop, Atlanta, GA; Max Planck Summer Institute on Bounded Rationality, Berlin, DE; Southern Agricultural Economics Association Annual Meeting, Birmingham, AL; Committee on the Status of Women in the Economics Profession CeMENT Mentoring Workshop, Atlanta, GA

2018: Missouri Crop Management Conference, Columbia, MO (invited seminar); Economic Science Association Annual Meeting, Antigua Guatemala, GT; Agricultural & Applied Economics Association Annual Meeting, Washington, DC; SABE/IAREP Conference, London, UK; Texas Experimental Association Symposium, San Antonio, TX; American Association of Hispanics in Higher Education National Conference, Irvine, CA; Southern Agricultural Economics Association Annual Meeting, Jacksonville, FL

2017: SXSW Festival, Austin, TX (300+ attendees); American Meat Science Association (AMSA) Annual Meeting, College Station, TX; Texas A&M University, Department of Agricultural Leadership, Education and Communications, College Station, TX (invited seminar); Agricultural & Applied Economics Association Annual Meeting, Chicago, IL; Southern Agricultural Economics Association Annual Meeting, Mobile, AL; Workshop on Behavioral and Experimental Economics of Food Consumption, Autrans, France; Annual Symposium for Agricultural and Applied Economics Research, Texas A&M University, College Station, TX (received Best Paper Award)

2016: Conference on Methods in Experimental Economic Research (MEER), Texas A&M University, College Station, TX (attendee only); Agricultural & Applied Economics Association Annual Meeting, Boston, MA; Texas Experimental Association Symposium, Houston, TX; Southern Agricultural Economics Association Annual Meeting, San Antonio, TX; Fruit Growers Conference, New Braunfels, TX; Viva Fresh Conference, San Antonio, TX

2015: Southern Agricultural Economics Association Annual Meeting, Atlanta, GA (received Best Thesis Award)

2014: Southern Agricultural Economics Association Annual Meeting, Dallas, TX; Vegetable and Fruit Improvement Center Conference, Texas A&M University

2013: Agricultural & Applied Economics Association, Washington, DC (attendee only)

PROFESSIONAL ACTIVITIES

Journal refereeing for: Applied Economics; Applied Economic Perspectives and Policy; Agribusiness; Canadian Journal of Agricultural Economics; Journal of Behavioral and Experimental Economics; PLOS One; Sustainability

Abstract refereeing for: AAEA Annual Meeting; EAAE Annual Meeting; WAEA Annual Meeting; AAEA-EXECON Experimental Economics Best Young Professional Publication and Best Graduate Student Paper Awards

Committee member of: AAEA Institutional and Behavioral Economics Section (Chair); DASS Jill Findeis Seminar Series (Co-organizer); CAFNR Review Committee for Awarding Adjunct Professorial Titles; MU Institute of Public Policy Faculty Advisory Committee

Member of: American Association of Hispanics in Higher Education; American Economic Association; Agricultural & Applied Economics Association; Committee on the Status of Women in the Economics Profession (Mentors: Erin Krupka and Jennifer Doleac); Committee on Women in Agricultural Economics; Economic Science Association; Southern Agricultural Economics Association