

**ISAAC VELLANGANY**  
**Department of Agriculture, Food, and Resource Economics**  
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### **Research Interest**

Food policy for developing countries, Integrated Child Development Schemes (ICDS) and nutritional outcome among children and pre and postnatal care microfinance and indebtedness. ICT, biotechnology and agricultural productivity.

### **Education**

<b>MBA, Pharmaceutical Management</b> , Rutgers University	May, 2002
<b>MBA, Finance</b> , Rutgers University, New Jersey.	May, 2002
<b>Ph. D., Economics</b> , M. S University of Baroda, India <b>Thesis:</b> <i>Structure of Energy Demand in India: Input-Output and Non inferior Set estimation.</i>	Dec, 1998
<b>M. A., Economics</b> , M. S. University of Baroda, India. <b>Concentration:</b> Mathematical Economics and Econometrics <b>Thesis:</b> <i>Cast Inherited Immobility.</i>	July, 1989
<b>B. Ed., Education</b> , St. Xavier's College, Calcutta, India.	July, 1986
<b>B. Phil., Philosophy</b> , Gnanadeepa Vidyapeeth, Pune, India.	July, 1984
<b>B.A. (Economics)</b> , Sacred Heart College, Tirupattur, India.	May, 1979

### **Certification and Courses**

- **International Food Safety Alliance:** Development of HACCP Food Safety Plan Certification, Baltimore, May 2013.
- **SAS Programming 1** Certification course, SAS Institute, Bridgewater, New Jersey, September 2011
- **SAS Programming Essentials Certification**, SAS Institute, December 2014.
- **SAS Statistical basic Concepts Certification**, SAS Institute, December 2014.
- **Supply Chain Management Certification**, Rutgers Business School, June, 2004

## **Employment**

- Instructor, DAFRE, Rutgers University 2012 - Present
- Assistant Instructor, DAFRE, Rutgers University. 2009 - 2011
- Part time DAFRE, Rutgers University. 2008 -2009
- Instructor, Department of Economics, Rutgers University. 2003 -2008
- Part Time Lecturer, Dept. of Economics, Rutgers University. 1997 - 2003
- Part Time Lecturer, Department of Economics, Newark campus, Rutgers University. 1998 – 2011
- Lecturer, (Full time) Department of Economics, M. S. University of Vadodara, India. 1989 – 1994.

## **Teaching Experience**

### **Department of Agricultural, Food and Resource Economics Rutgers University**

**From – To**

#### **Undergraduate Courses Taught:**

Introduction to Microeconomics.

Public Policy toward food Industry.

Food safety and Health Policy.

Application of Mathematics to Agricultural Economics.

Introduction to Management.

Corporate Citizenship and Social Responsibility. (2009)

Sustainable Food Policy for Developing Countries. (2012)

2008-Present  
(Fall& Spring)

(Summer)

(Fall)

(Summer)

(F, W, and S)

(W and S)

#### **Graduate level Course:**

Applied Econometrics II.

(Spring)

### **Department of Economics, Rutgers University, New Brunswick, New Jersey.**

1997–2008

#### **Courses Taught:**

Introduction to Microeconomics

Economic Development,

Economics of India,

### **Department of Economics, Rutgers University, Newark, New Jersey.**

2002–2008

#### **Undergraduate Courses Taught:**

Introduction to Microeconomics,

Statistical Methods,

Econometrics

**Lecturer**

1990 - 1994

Department of Economics  
M.S. University of Baroda, India.

**Courses Taught:**

Introduction to Micro and Macroeconomics, History of Economic Thought,  
International Trade, Statistical Methods, Econometrics and Indian Economy.

**Supervisory Contributions as Independent study Mentor (3 credits)**

Sophia Martineau (B.S Biotechnology 2013), New Brunswick, Rutgers University.  
Thesis: The State of the Wine Industry in New Jersey.

Farah Naje Arham (B.S. Biotechnology 2011). New Brunswick, Rutgers University.  
Thesis: The Impact of Palm Oil Industry in Malaysia.

Grishma Desai (B. S. Biotechnology 2009), New Brunswick, Rutgers University.  
Thesis: Ethnic Consumers Preference for Processed Greens and Vegetables in New Jersey.

Shreya Amin (B.S. Biology 2009). ), New Brunswick, Rutgers University.  
Thesis: Overview of the National Innovation System in India.

Seth Siddhi (M. A. 2008) Department of Economics, Newark, Rutgers University.  
Thesis: An Analysis of poverty and Inequality among States in India: An Inter State Comparison.

**New Courses Introduced**

- 01:220:353 Economics of India, Dept. Economics, Rutgers University
- 11:373:201 Corporate citizenship and social Responsibility, DAFRE
- 11:373:218 Sustainable Food Policy for Developing countries, DAFRE
- 26:220:685 Special Topic: Theories and Problems of Economic Development  
Developing Economies (Graduate level cross listed Global affairs)  
Newark, Rutgers University

**Academic Activities and Membership:**

- Advisor, Cook Business Club.
- Student to Professional Internship Network (SPIN): Mentored three student to obtain credits for their internship work.
- Advisor, George H. Cook Scholar Program
- Undergraduate Curriculum committee member: DAFRE
- M. S. Thesis Adjunct committee member: DAFRE
- Senior Student Advisor: SEBS
- Undergraduate student adviser: DAFRE.

## **A. Published Journal Articles**

- Surendran Arumugam, Ramu Govindasamy, Xinling You and Isaac Vellangany (2016), “Country of Origin Labelling (COOL): A Consumer Preference Analysis for Ethnic Greens and Herbs in the East Coast Region of USA, Economic Affairs, Publisher: New Delhi Publishers. Vol. 61, No. 4, pp. 1-11.
- Surendran Arumugam, Ramu Govindasamy, and Isaac Vellangany (2016), “An Analysis of Consumer Preferences for Bed And Breakfast in the Eco-Agritourism Activities”, SAARC Journal of Agriculture, Bangladesh. Vol.14, Issue: 2, pp.162-173.
- Surendran Arumugam, K.R.Ashok, Suren. N. Kulshreshtha, Isaac Vellangany and Ramu Govindasamy (2015). Yield Variability in Rainfed Crops as Influenced By Climatic Variables: A Micro Level Investigation into Agro-Climatic Zones of Tamil Nadu, India, International Journal of Climate Change Strategies and Management, Emerald Group Publishing Limited, United Kingdom. Vol. 7, Issue: 4. pp.442 – 459.
- Ramu Govindasamy, Surendran Arumugam, Xinling You and Isaac Vellangany (2015). “Willingness to Buy Organically Grown Ethnic Greens and Herbs: A Consumers Study With Reference to the East-Coast Region of United States”, Agricultural Economics Research Review, Publisher: Agricultural Economics Research Association, India. Vol. 28, Issue: 2. pp 213-222.
- Surendran Arumugam, K.R.Ashok, Suren.N.Kulshreshtha, Isaac Vellangany and Ramu Govindasamy (2014). “Yield Variability in Rainfed Crops as Influenced By Climatic Variables: A Micro Level Investigation into Agro-Climatic Zones of Tamil Nadu, India”, International Journal of Climate Change Strategies and Management, Emerald Group Publishing Limited, United Kingdom (forth coming issue).
- Surendran Arumugam, K.R.Ashok, Suren.N.Kulshreshtha, Isaac Vellangany and Ramu Govindasamy (2014). “Does Climate Variability Influence in Yield of Major Crops? A Study of Tamil Nadu, India”, Agricultural Economics Research Review, Publisher: Agricultural Economics Research Association, India. Vol. 27, Issue: 1, pp: 61- 71. Print ISSN: 0971-3441. Online ISSN: 0974-0279.
- Surendran Arumugam, K.R.Ashok, Suren. N. Kulshreshtha, Isaac Vellangany and Ramu Govindasamy (2014). “Adapting to Climate Change through Crop Choice by Small and Medium Farmers in Southern Zone of Tamil Nadu, India”, SAARC Journal of Agriculture, Bangladesh (Volume 12, Issue 1, June-2014).
- Ramu Govindasamy, Surendran Arumugam and Isaac Vellangany (2014).The Influence of Country-of-Origin Labeling for Lentils on Consumer Preference: A Study with Reference to Sri Lanka, The IUP Journal of Marketing Management, Vol. XIII, No. 3, 2014.
- Vellangany, I. R. Govindasamy and K. Kelly. “Ethnic Produce Marketing: Perspectives of the Intermediaries”. Produce Business, January 2013.

- Govindasamy, R. V. Puduri, and Vellangany, I. “Willingness to Buy Genetically Modified Foods: An Analysis of Plant and Animal Origins in the US.”. *The IUP Journal of Agricultural Economics*, Vol. VIII, No. 2, pp. 47-63, April 2011.

### **B. Under Review (submitted)**

- Surendran Arumugam, Ramu Govindasamy, Isaac Vellangany and Hemant Gohil, (2016), “Consumer's Preferences for Fresh Organic Produce in the Mid-Atlantic USA: An Econometric Analysis”, *Agricultural Research*, Springer Journals.
- Ramu Govindasamy, Surendran Arumugam, Isaac Vellangany, and Burhan Ozkan (2016). “Willingness to Pay a High-Premium for Organic Fresh Produce: An Econometric Analysis, *Agricultural Economics Research Review*.

### **Published conference proceedings**

- Govindasamy, R., I. Vellangany, and S. Arumugam. “Willingness to buy Organically Grown Ethnic Greens and Herbs: An Econometric Analysis”, *Journal of Food Distribution Research*, Vol. 45, Issue 1, March 2014.
- Vellangany, I., R. Govindasamy, and S. Arumugam. “Bed and Breakfast: An analysis of consumer Preference for Eco-Agritourism”, *Journal of food Distribution Research*, Vol. 45, Issue 1, March 2014.
- Arumugam, S., I. Vellangany, and R. Govindasamy. “Marketing U.S. Lentils in Sri Lanka: A Consumer Preference Analysis”, *Journal of Food Distribution Research*, Vol. 45, Issue 1, March 2014.
- Govindasamy, R. and I. Vellangany. “Purchasing Locally Grown Ethnic greens and Herbs to support Local Farms in the east Coastal United States”. *Journal of Food Distribution Research*. March 2013, Volume 44, Issue 1.

### **Submitted Reports:**

- Ramu Govindasamy, Kathleen M. Kelley, James E. Simon, Shouan Zhang, Frank Mangan, William J. Sciarappa, Richard W. Van Vranken, Albert Ayeni, Peter Nitzsche, Brian Schilling, Stephen J. Komar, Surendran Arumugam, Isaac Vellangany, Gene McAvoy, Ed Dagar, Chung HeonPark, William Reichert, Robert Pyne, Daniel Giurleo, Kelsey Gustafson, Lisa Giordano, David Byrnes, Rodolfo Juliani and Qingli Wu (2014). “Locally Grown Ethnic Greens and Herbs: Demand Assessments and Production Opportunities for East Coast Farmers. This project report was supported to the Specialty Crop Research Initiative of the National Institute of Food and Agriculture, USDA, Grant number 2009-51181-06035.

## **Book Review**

- Vellangany, I. Review of Keijiro Otsuka and Kaliappa Kalirajan (Eds). Agriculture in developing countries: technology issues. New Delhi: Sage publications, 2008, 166 pp., ISBN: 9780761936626,

## **Journal Article Reviewer**

- 2014- **Springer**- Environment, development and sustainability (1 Manuscript)
- 2014- **Elsevier** -International Journal of Disaster Risk Reduction (1 Manuscript)
- 2014-**Taylor & Francis Group**: Journal of Sustainable Agriculture (1 Manuscript)
- 2014-**Wiley**: Journal of the Science of Food and Agriculture (1 Manuscript)

## **RESEARCH PAPER PRESENTED:**

- Ramu Govindasamy\*, Surendran Arumugam, Isaac Vellangany, J. Heckman, J.Carleo, H. Gohil, M. Melendez, R. W.Vanvranken, W. Kline, C.Miller and W.Walker, “Organic Produce Consumers in the Mid-Atlantic: A 2016 Survey”, NJ Vegetable Growers’ Association Annual Meeting, February 7-9, 2017, Atlantic City, NJ.
- Surendran Arumugam\*, Ramu Govindasamy, Isaac Vellangany and Hemant Gohil, (2016). “An Analysis of Organic Fresh Produce Choice: A Consumer Preference Study in the Mid-Atlantic USA”, Food Distribution Research Society Conference in New Orleans, LA, USA.
- Ramu Govindasamy\*, Surendran Arumugam, Isaac Vellangany and Burhan Ozkan, (2016). “Willingness to Pay a High-Premium for Organic Produce: An Econometric Analysis”, Food Distribution Research Society Conference in New Orleans, LA, USA.
- Isaac Vellangany\*, Ramu Govindasamy, Surendran Arumugam, and Joseph Heckman, (2016). “Pesticides Free Produce: An Analysis of consumer Preference in the Mid-Atlantic Region in the USA”, Food Distribution Research Society Conference in New Orleans, LA, USA.
- Isaac Vellangany, “Diaspora Network and Economic Development in India”. 61<sup>st</sup> North American Regional Science Conference, Washington D. C., November 12-14, 2014.
- Govindasamy, R. and I. Vellangany. “An Overview of Trade in Essential oils: A global Perspective”. 65<sup>th</sup>. Indian Pharmaceutical Congress Association, New Delhi, India, December 2013. *Invited*.
- Vellangany, I., R. Govindasamy, and S. Arumugam. “Bed and Breakfast: An analysis of consumer Preference for Eco-Agritourism”, *Food Distribution Research Society*, Chicago, Illinois, October 2013.
- Arumugam, S., I. Vellangany, and R. Govindasamy. “Marketing U.S. Lentils in Sri Lanka: A Consumer Preference Analysis”, *Food Distribution Research Society*, Chicago, Illinois, October 2013.

- Govindasamy, R., I. Vellangany, and S. Arumugam. Willingness to buy Organically Grown Ethnic Greens and Herbs: An Econometric Analysis”, *Food Distribution Research Society*, Chicago, Illinois, October 5- 8, 2013
- Vellangany I., and R. Govindasamy and K. Kelly. Ethnic Produce Marketing: Perspectives of the Intermediaries.” *The New York Produce Trade Show and Conference*, New York, December 2012.
- Vellangany, I. and E. M. Tavernier. “Social Mobility through Microfinance Intervention: A Case study from India”. *North American Meetings of regional Science Association International*, Ottawa, Canada, November 2012.
- Govindasamy, R. and I. Vellangany. “Purchasing Locally Grown Green and Herbs to Support Local Farms”. *The 2012 Conference of the Food Distribution Research Society*, San Juan, Puerto Rico, October 2012.
- Govindasamy, R. and I. Vellangany. “Targeting Direct Marketing Consumers for Small Farm Profitability”. *6th National Small Farm Conference*, Tennessee, September 2012
- Vellangany, I. “Knowledge Based Diaspora Network and the National Innovation System in India.” *North East Business and Economic Association*, Philadelphia, November, 2011.
- Tavernier, E.M. and I. Vellangany. “Can We Gain Insight into Rainforest Preservation in Latin America by Examining Carbon Sequestration Perspectives of US Farmers?” In the proceeding of The 29<sup>th</sup> West Indies Agricultural Economics Conference, St Vincent’s and Grenadines, July, 2011.
- Vellangany, I. “Social Mobility through Self Help Group (SHG) Participation: A case Study of Villupuram in Tamil Nadu.” Presented at the Association of Indian Economic and Financial Studies, Wisconsin, May, 2011.
- Vellangany, I. “Brain Circulation: Opportunities and Challenges for India. North East Business and Economic Association, Morristown, New Jersey, September, 2010.

### **Conference Posters**

- **Isaac Vellangany.** “Enhancing Human Capabilities through Frugal Innovation: An Indian Experience”. *2011 Human Development and Capabilities Approach (HDCA)*, Netherlands, September, 2011.