

RAMU GOVINDASAMY
2017

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EDUCATION

Ph.D. (Agricultural Economics), May 1993, Iowa State University, Ames
Major: Natural Resource and Environmental Management
Minor: Marketing/Econometrics
Dissertation: Environmental Pollution Control Under Alternative Incentive Structures

M.S. (Economics), December 1992, Iowa State University, Ames
Major: Marketing Economics
Minor: Econometrics
Thesis: Economic Impacts of PST on a Farrow-to-Finish Hog Farm Operation

M.B.A. (Marketing), May 1987, New Port University, California
Major: Marketing
Thesis: Marketing of Poultry Products in Madras City, India.

M.S. (Agricultural Economics), May 1986, Tamil Nadu Agricultural University, India
Major: Natural Resources and Production Economics
Minor: Statistics
Thesis: A Simulation Model to Improve the Operational Efficiency of a Tank Irrigation System in Ramanathapuram District, Tamil Nadu

B.S. (Agriculture), May 1984, Tamil Nadu Agricultural University, Coimbatore, India
Major: Economics

EXPERIENCE

Chair, July 2015- Present
 Department of Agricultural, Food and Resource Economics, Rutgers University, New Brunswick

Professor, July 2011-Present
 Department of Agricultural, Food and Resource Economics, Rutgers University, New Brunswick

Associate Professor, July 2001-June 2011
 Department of Agricultural, Food and Resource Economics, Rutgers University, New Brunswick

Chair, July 2008-June 2009

Department of Agricultural, Food and Resource Economics, Rutgers University, New Brunswick

Associate Director, October 2005-present

New Use Agriculture and Natural Plant Products Program, Rutgers University, New Brunswick.

Associate Director of Research, July 2004-2013

Food Policy Institute, Rutgers University, New Brunswick.

Research Areas:

- Returns to Investment on the Jersey Fresh State Sponsored Promotion Program
- Farmer-to-Consumer Direct Marketing Developments During the Last Decade.
- Consumer Willingness to pay for Genetically Modified Foods in the U.S., Korea, and China.
- Demand for Organic Produce in the Northeastern U.S.
- Strengthening Rural Agricultural Cooperatives
- Intellectual Property Rights and Agricultural Biotechnology
- Marketing of Ethnic Produce in the Northeastern and Eastern U.S.
- Demand for Food-Away From Home in the Northeastern U.S.
- Reduced-Risk Pest Management Strategies for Blueberries.
- Economic Impact of Turfgrass Industry in New Jersey
- An Economic Evaluation of African Natural Products Industry.
- Demand for Organic and Live Aquaculture in the United States.
- Marketing of African Natural Products
- Marketing of Ethnic Greens and Herbs in the East Coast USA.
- Agri-tourism and Direct Marketing Industry in the Mid-Atlantic USA.
- Supply Chain Analysis in the Lentil Industry

Assistant Professor, July 1999 – June 2001

Department of Agricultural, Food and Resource Economics, Rutgers University, New Brunswick

Research Areas:

- Evaluation of the Jersey Fresh Program: Logos and Participation Rate
- Farmer-to-Consumer Direct Marketing: Characteristics of New Jersey Operations
- Characteristics of Direct Marketing Consumers in New Jersey
- Marketing IPM Grown Fruits and Vegetables
- Demand for Organic Produce in the Northeastern U.S.
- Strengthening Rural Agricultural Cooperatives
- Efficiency of Farmers Markets in the Northeastern U.S.
- Nutraceutical Products
- Blueberry Value Added Products
- Economics of Turfgrass in New Jersey

Marketing Specialist, April 1995 – Present

Department of Extension Specialist, Rutgers Cooperative Extension, Rutgers University, New Brunswick

Extension Areas:

- Direct Marketing
- Mid-Atlantic Direct Marketing Conference
- Jersey Fresh Program
- IPM and Organic Fruits and Vegetables
- Farmers Markets

Faculty Associate, September 1992 - March 1995

Department of Agricultural Economics and Rural Sociology, University of Arkansas, Fayetteville

Teaching:

- Taught undergraduate Farm Management Economics Course as a Co-Instructor.
- Substituted as a teacher for graduate level courses in Environmental Economics.

Research:

- Evaluating economic feasibility of poultry litter as a soil amendment in crop production
- New cotton pest management strategies using Nodes Above White Flower techniques
- Efficiency implications of U.S. environmental regulation on poultry litter application
- Management of salt accumulation in rice soils
- A spatial equilibrium model for poultry litter management

Research Assistant, November 1989 - August 1992

Department of Economics, Iowa State University, Ames

- Develop a simulation model to assess the diffusion of alternative irrigation technologies
- Forecasting water discharge in Missouri river using Univariate Box-Jenkins method
- Simulation of an irrigation tank using FORTRAN language
- Ranking irrigation tanks for modernization
- Market potential for broilers in Madras city, India

Research Associate, August 1989 - October 1989

Center for Agricultural and Rural Development (CARD), Iowa State University, Ames

- Potential for reducing pesticide use through alternative crop insurance programs

Research Assistant, August 1987 - August 1989

Extension, Department of Economics, Iowa State University, Ames

- Economically feasible methods for soil conservation to comply with the Conservation Compliance Program
- Efficiency of U.S. Conservation Compliance Program

Teaching Assistant, Spring 1991

Department of Economics, Iowa State University, Ames

- Assisted in teaching a graduate level production economic course

Project Leader, November 1986 - May 1987

Prarambha, A non-profit organization, Karnataka state, India

- To study the economics of tank irrigation in Karnataka state and suggest possible modernization techniques to improve the efficiency of tanks

Trainee, January 1981 - December 1984

Wildlife Conservation of Office, Government of Tamil Nadu, Pollachi, India

- Have undergone a course of instruction on wildlife management and participated in various field training

Trainee, Summer 1984

Kirloskar Consultants Ltd., India

- Participated in on-field job training for merit agricultural graduates and surveyed farm households for their fertilizer use patterns

REFEREED JOURNAL ARTICLES

- Govindasamy, R., J. E. Simon and K. Kelley, “Demand Assessment and Production Opportunities of Ethnic Greens and Herbs”, *Journal of Extension* (Under Review, 2017).
- Yue, C., R. Govindasamy, and K. Kelley, “Mid-Atlantic Wine Tourism Consumer Preference: An Econometric Approach”, *Journal of Food Distribution Research*, (Under Review, 2017).
- Kelley, K. M., J. Zelinskie, M. Centinari, D. M. Gardner, R. Govindasamy, J. Hyde, B. Rickard, and K. Storchmann, I. Vellangany and H. Gohil, “Consumer preferences for sustainable wine attributes: A Conjoint Analysis”, *Journal of Extension* (Under Review, 2017).
- Arumugam, S., R. Govindasamy, I. Vellangany and H. Gohil, “Consumer's Preferences for Fresh Organic Produce in the Mid-Atlantic USA: An Econometric Analysis”, *Agricultural Research* (Under Review, 2017).
- Govindasamy, R., S. Arumugam, I. Vellangany, and B. Ozkan. “Willingness to Pay a High-Premium for Organic Fresh Produce: An Econometric Analysis”, *Agricultural Economics Research Review*. (Under Review, 2017).
- Arumugam, S., R. Govindasamy and Y. T. Liu, “Willingness to Pay a Premium for Produce at Direct Marketing Outlets: An Ordered Probit Analysis”, *SAARC Journal of Agriculture*. (Under Review, 2017).
- Govindasamy, R., K. M. Kelley and S. Arumugam “Hayride participation in the Mid-Atlantic States: A logistic approach”, *Economic Affairs*, 62 (2017): 1-7.
- Govindasamy, R., K.M. Kelley and J. E. Simon “Demographic Analysis of Ethnic Greens and Herbs Consumers” *Journal of the Journal of the American Society of Farm Managers and Rural Appraisers* (2017): 43-55.
- Arumugam, S., R. Govindasamy, X. You and I. Vellangany “Country of Origin Labelling (COOL): A Consumer Preference Analysis for Ethnic Greens and Herbs in the East Coast Region of USA, *Economic Affairs*, 61(2016): 1-11.
- Arumugam, S., R. Govindasamy, and I. Vellangany. “An Analysis of Consumer Preferences for Bed And Breakfast in the Eco-Agritourism Activities”, *SAARC Journal of Agriculture, Bangladesh*, 14 (2016): 162-173.
- Sciarappa, W.J., J. Simon, R. Govindasamy, K. Kelley, F. Mangan, S. Zhang, S. Arumugam, P. Nitzsche, R. VanVanken, S. Komar, A. Ayeni, G. McAvoy, C. Park, W. Reichert, D. Byrnes, Q. Wu and B. Schilling. Asian Crops overview: Consumer preference and cultivar growth on the East Coast of the United States. *HortScience* 51(2016): 1344-1350.
- Govindasamy, R., S. Arumugam, X. You and I. Vellangany. “Willingness to Buy Organically Grown Ethnic Greens and Herbs: A Consumers Survey in the East-Coast Region of United States”, *Agricultural Economics Research Review*, 28 (2015): 213-222.

- Onyango, B. R. Govindasamy, and C. Michelle Alsup-Egbers. “Uncovering Success Attributes for Direct Farmers’ Markets and Agri-Tourism in the Mid-Atlantic Region of the United States” *International Food and Agribusiness Management Review*, 18 (2015): 63-78.
- Ariyawardana, A., R. Govindasamy and A. Lisle, "Capturing the Consumer Value: the Case of Red Lentils", *British Food Journal*, 117 (2015): 1032 – 1042.
- Arumugam, S., K.R. Ashok, S. N. Kulshreshtha, I. Vellangany and R. Govindasamy. “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*, 7 (2015): 442-459.
- Govindasamy, R., and K.M. Kelley, "Agritourism Consumer’s Participation in Wine Tasting Events: An Econometric Analysis", *International Journal of Wine Business Research*, 26 (2014): 120-138.
- Govindasamy, R., S. Arumugam and I. Vellangany, “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*, 13 (2014): 31-47.
- Arumugam, S., K.R. Ashok, N. Kulshreshtha, I. Vellangany and R. Govindasamy. “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. Print ISSN: 0971-3441. Online ISSN: 0974-0279. 27 (2014): 61-71.
- Arumugam, S., K.R. Ashok, Suren. N. Kulshreshtha, I. Vellangany and R. Govindasamy, “Adapting to Climate Change through Crop Choice by Small and Medium Farmers in Southern Zone Of Tamil Nadu, India”, *SAARC Journal of Agriculture*, 12, (2014): 139-149.
- Govindasamy, R., V. S. Puduri and J. E. Simon. “Asian Indian Willingness to Pay a Premium for Ethnic Produce: A Study in the Eastern Coastal United States”, *Journal of Food Products Marketing*, (2013).
- Govindasamy, R., V. S. Puduri, Reed, B. and Nettimi, N. “Willingness to Pay for Jersey Fresh Produce: A Logit Model Framework”, *International Journal of Economics and Business Studies* (2012).
- Kelley, K., R. Govindasamy, and J. Hyde. “Using On-line Bulletin Boards to Gather Preliminary Information”, *Journal of Extension* 50 (2012), <http://www.joe.org/joe/2012december/tt6.php>.
- Westendorf, M.L., V. Puduri, C. Williams, T. Joshua and R. Govindasamy.. “Dietary and Manure Management Practices on Equine Farms in Two New Jersey Watersheds”, *Journal of Equine Veterinary Science*, 33 (2012): 601-606.
- Govindasamy, R., V. Puduri and J.E. Simon. “The US Hispanic Consumers’ Perception Towards Buying Country of Origin Labeled Ethnic Produce”, *The IUP Journal of Management Research*, 11 (2012): 50-65.

- Govindasamy, R., V. Puduri, K.M. Kelley and J.E. Simon. "Increased Purchases of Locally Grown Ethnic Greens and Herbs due to Concerns about Food Miles," *Journal of Food Distribution Research*. 43(2012): 61-73.
- Ariyawardana, A., R. Govindasamy and V. S. Puduri. (2012), "Preference for ethnic specialty produce by the Hispanics in the east coast of the USA", *British Food Journal*, 114 (2012): 944 – 953.
- Govindasamy, R., P. Jehle, M. Sgheir, G. Z. E. Abidine, M.I. Mourid and I. Shaqir. "Aromatic and Medicinal Plants of Tunisia: A Market Study", *Journal of Food Products Marketing*, 17(2011): 470-486.
- Puduri, V.S and R. Govindasamy. "Global Essential Oil and Aromatic Plant Industry", *CARE Journal of Management*, 1 (2011): 21 – 24.
- Puduri, V.S and R. Govindasamy. "Asian Consumers' Willingness to Buy Locally Grown Ethnic Produce: A Study from East-coast United States", *Journal of Sustainable Agriculture*, 35 (2011): 511 – 521.
- Puduri, V. S., R. Govindasamy, and I. Vellangany. "Willingness to Buy GM Foods: An Analysis of Plant and Animal Origins in the United States", *The IUP Journal of Agricultural Economics*, 8 (2011): 47-63.
- Govindasamy, R., V. S. Puduri and J. E. Simon. "Willingness to Buy New Ethnic Produce Items: A Study of Latino's in the East-coast U.S.", *HortTechnology*, 21 (2011): 202-207.
- Puduri, V. S., R. Govindasamy, J. J. Myers and O'Dierno, L.J. "Consumer Attitude towards Pricing of Live Aquatic Products", *Aquaculture Economics and Management*, 15 (2011):118-129.
- Govindasamy, R. and V. S. Puduri. "Puerto Rican Consumers' Attitude towards Willingness to Pay a Premium for Ethnic Produce: An Econometric Analysis", *Quarterly Journal of International Agriculture*, 50 (2011): 121-131.
- Govindasamy, R. and V. S. Puduri. "Hispanic Consumers Perceptions towards Locally Grown Ethnic Produce: A study from the East-coast U.S.", *Renewable Agriculture and Food System*.26 (2011): 38-45.
- Ariyawardana, A., R. Govindasamy and V. S. Puduri. "Factor Influencing the Willingness-to-Pay for Ethnic Specialty Produce in the Eastern Coastal United States," *Journal of Food Distribution Research*. 41(2010): 98-109.
- Govindasamy, R., V. Puduri and J. E. Simon. "Hispanic Consumers' Perceptions towards Organically grown Ethnic Produce: A Logistic Analysis", *African Journal of Agricultural Research*, 5(2010): 3464-3469.
- Adelaja, A., K. Sullivan, Y.G. Hailu and R. Govindasamy. "Chemical Use Reduction in Urban Fringe Agriculture", *Agricultural and Resource Economics Review*, 39(2010): 415-428.

- Govindasamy, R., R. VanVranken, W. Sciarappa, A. Ayeni, V. S. Puduri, K. Pappas, J.E. Simon, F. Mangan, M. Lamberts and G. McAvoy. “Ethnic Crop Opportunities for Growers on the East Coast: A Demand Assessment”, *Journal of Extension*. 48 (2010).
- Puduri, V.S., R. Govindasamy, and N. Nettimi. “Consumers’ Perceptions towards the Usefulness of Genetically Modified Foods: A Study Based on Socio-economic Characteristics of Selected Consumers in USA”, *The IUP Journal of Agricultural Economics*. 7 (2010):7-17.
- Govindasamy, R., R. VanVranken, W. Sciarappa, A. Ayeni, V.S. Puduri, K. Pappas, J.E. Simon, F. Mangan, M. Lamberts and G. McAvoy. “Consumers’ Shopping Patterns and Expenditures on Ethnic Produce: A Case Study from the Eastern Coastal U.S.A”, *Journal of the American Society of Farm Managers and Rural Appraisers*. 73 (2010): 36-49.
- Myers, J.J., R. Govindasamy, J. W. Ewart, B. Liu, Y. You, V. S. Puduri, and L. J. O’Dierno. “Consumer Analysis in Ethnic Live Seafood Markets in the Northeast Region of the United States”, *Journal of Food Products Marketing*. 16 (2010): 147-165.
- Puduri, V.S., R. Govindasamy, J. J. Myer and L.J. O’Dierno. “Demand for Live Aquatic Products in the Mid-Atlantic States: An Ordered Probit Analysis towards Consumers Preferences”, *Aquaculture Economics & Management*, 14 (2010): 30-42.
- Westendorf, M.L., T. Joshua, S. J. Komar, C. Williams, and R. Govindasamy. “Case Study: Manure Management Practices on New Jersey Equine Farms”, *The Professional Animal Scientist*, 26 (2010): 123-129.
- Govindasamy, R. and V. Puduri, “Hispanic Consumer’s Preferences for Genetically Modified Ethnic Produce: An Econometric Analysis”, *Journal of Food Distribution Research*, 40 (2009): 39-51.
- Govindasamy, R., A. Britel, A. Ariyawardana, M.E. Mourid and I. Shaqir. “Herbal, Aromatic, and Medicinal Plants Industry in Morocco: The Way Forward”, *The ICFAI University Journal of Agricultural Economics*. 6(2009): 45-55.
- Myers, J.J, R. Govindasamy, J.W. Ewart, B. Liu, Y. You, V.S. Puduri and L.J. O’Dierno. “Survey of Ethnic Live Seafood Market Operators in the Northeastern USA”, *Aquaculture Economics & Management*, 13 (2009): 222-234.
- Puduri, V., R. Govindasamy and B. Onyango. “Country of Origin Labeling of Fresh Produce: A Consumer Preference Analysis”, *Applied Economic Letters*. 16(2009): 1183-1185.
- Govindasamy, R., C. Turvey and V. Puduri. “The influence of Agro-terrorism on consumers' preference for locally grown products: a case-study from New Jersey”, *Applied Economics Letters*, 15 (2008): 991-995.
- Govindasamy, R. and V. Puduri. “Consumer Preferences in the United States for Integrated Pest Management Produce”, *The ICFAI University Journal of Agricultural Economics*. 5 (2008): 7-16.
- Govindasamy, R., B. Onyango, W. Hallman, H. Jang and V. Puduri. “Public Approval of Plant and Animal Biotechnology in Korea: An Ordered Probit Analysis”, *Agribusiness: An International Journal*, 24 (2008):102-118.

- Govindasamy, R., A. Kumaraswamy, V. Puduri and B. Onyango. “An Analysis of Demographic Characteristics of Consumers Who Read Grocery Brochures Regularly and Those Who Are Willing to Switch Supermarkets to Buy Advertised Specials”, *Journal of Food Products Marketing*, 13 (2007).
- Govindasamy, R., B. Onyango, V. Puduri, J. Simon, J. Asante-Dartey, H. Arthur, B. Diawuo and D. Acquaye. “Impediments to Marketing African Natural products From Ghana: Wholesaler/Retailer Perspectives”, *The ICFAI Journal of Agricultural Economics*, 4(2007): 24-35.
- Govindasamy, R. and S. Thornsbury. “Fresh Produce Marketing: Critical Trends and Issues”, *Choices*, 21(2006): 225-227.
- Govindasamy, R., A. Nemana, V. Puduri and K. Pappas. “Ethnic Produce Marketing in the Mid-Atlantic States: Consumer Shopping Pattern and Willingness to Pay Analysis”, *Choices*, 21(2006): 237-241.
- Onyango, B., R. Nayga and R. Govindasamy. “U.S. Consumers' Willingness to Pay for Food Labeled Genetically Modified”, *Agricultural and Resource Economics Review*, 35(2006): 1-10.
- Onyango, B., R. Govindasamy, and W. Hallman. “U.S. Public Awareness and Knowledge of and Interest in Biotechnology: A Principal Component Factor Analysis”, *Journal of Food Distribution Research Society*, 37(2006): 126-132.
- Onyango, B., R. Govindasamy, W. Hallman, H. Jang and V. S. Puduri. “Consumer Acceptance of Genetically Modified Foods in Korea: Factor and Cluster Analysis” *Journal of Agribusiness*”, 24(2006): 61-78.
- Pray, C., R. Govindasamy, and A. Coutmanche. “The Importance of Intellectual Property Rights in the International Spread of Private Sector Agricultural Biotechnology”, *The ICFAI Journal of Agricultural Economics*, 3(2006): 7-20.
- Onyango, B. and R. Govindasamy. “Consumer Willingness to Pay for GM Food Benefits: Pay-off or empty promise? Implications for the food industry”, *Choices*, 20(2005): 223-226.
- Puduri, V., R. Govindasamy, J. Lang and B. Onyango. “I will not eat with a fox; I will not eat in a box: What determines acceptance of GM Food for American consumers”, *Choices*, 20 (2005): 257-267.
- Hossain, F., R. Jain and R. Govindasamy. “Financial Structure, Production and Productivity: Evidence from the U.S. Food Manufacturing Industry”, *Agricultural Economics*, 33(2005): 399-410.
- Govindasamy, R., M. DeCongelio and S. Bhuyan. “An Evaluation of Consumer Willingness to Pay for Organic Produce in the Northeastern U.S.”, *Journal of Food Products Marketing*, 11 (2005): 3-20.
- Onyango, B., and R. Govindasamy. “South Korea Public Preferences for Genetically Modified Foods: a Random Parameter Model”, *Journal of Food Distribution Research*, 35(2005): 135-143.

- Bhuyan, S., H. Stewart, R. Govindasamy, F. Hossain, and A. Adelaja. "Satisfaction Evaluation of Food-Away-From-Home Choices by Consumers", *Journal of Food Distribution Research*. 34(2003): 7-12.
- Schuzzler, A., R. Govindasamy, and A. Adelaja. "A Comparative Evaluation of Organic Produce Consumers in New Jersey to New York and Pennsylvania", *Journal of Food Distribution Research*. 34(2003): 153-162.
- Govindasamy, R., J. Italia, M. Zurbruggen, and F. Hossain. "Producer Satisfaction with Returns from Farmers' Market Related Activity", *American Journal of Alternative Agriculture*, 18(2003):80-86.
- Govindasamy, R., J. Italia, M. Zurbruggen, and F. Hossain. "Predicting Consumer Willingness-to-Purchase Value-Added Products at Direct Agricultural Markets", *Journal of Food Products Marketing*, 8(2002): 1-15.
- Govindasamy, R., and J. Italia. "Farmers' Markets: Consumer Trends, Preferences and Characteristics", *Journal of Extension*, 40(2002), <http://www.joe.org/joe/2002february/rb6.html>.
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- Govindasamy, R., J. Italia and D. Thatch. "State Promotion of Rural Agriculture: The Case of the Jersey Fresh Marketing Program", *Southwestern Economic Review*, 28(2001):85-92.
- Govindasamy, R., J. Italia and A. Adelaja. "Predicting Willingness-to-pay for Integrated Pest Management Produce: A Logistic Approach", *Agricultural and Resource Economics Review*, 30 (2001): 151-159.
- Govindasamy, R., J. Italia and D. Thatch. "Direct Market Retailer Perceptions of State-Sponsored Marketing Programs", *Review of Agricultural Economics*, 22(2000): 77-88.
- Govindasamy, R. and J. Italia. "Evaluating Consumer Knowledge of Alternative Agricultural Commodities: The Case of Integrated Pest Management Produce", *American Journal of Alternative Agriculture*, 14(1999): 180-187.
- Govindasamy, R. and J. Italia. "The Influence of Consumer Demographic Characteristics on Nutritional Label Usage", *Journal of Food Products Marketing*, 5(1999): 55-68.
- Govindasamy, R. and J. Italia. "Predicting Willingness-to-Pay a Premium for Organically Grown Fresh Produce", *Journal of Food Distribution Research*. 30(1999): 44-53.

- Govindasamy, R. and J. Italia. “Identifying the Market Environment and Consumer Attitudes Facing the Introduction of Integrated Pest Management Produce”, *Journal of the American Society of Farm Managers and Rural Appraisers*. (1999): 55-62.
- Govindasamy, R., J. Italia and D. Thatch. “Consumer Attitudes and Response Toward State-Sponsored Agricultural Promotion: An Evaluation of the Jersey Fresh Program”, *Journal of Extension*. 37(1999)6 pp. <http://www.joe.org/joe/1999june/rb2.html>.
- Govindasamy, R., J. Italia and D. Thatch. “An Evaluation of Consumer Patronage of State-Sponsored Marketing Programs”, *Southwestern Economic Review*. 26(1999): 19-32.
- Govindasamy, R., F., Hossain and A. Adelaja. “Income of Farmers Who Use Direct Marketing”, *Agricultural and Resource Economics Review*. 28(1999): 76-83.
- Govindasamy, R. and M. J. Cochran. “The Impact of Nitrogen Application Restriction on Optimal Land Applications of Poultry Litter”, *Southwestern Economic Review*. 25(1998): 133-148.
- Govindasamy, R. and J. Italia. “A Willingness-to-purchase Comparison of Integrated Pest Management and Conventional Produce”, *Agribusiness: An International Journal*. 14(1998):403-414.
- Govindasamy, R., J. Italia and D. Thatch. “Consumer Awareness of State-Sponsored Marketing Programs: An Evaluation of the Jersey Fresh Program”, *Journal of Food Distribution Research*. 29(1998): 7-15.
- Govindasamy, R. and J. Italia. “Predicting Consumer Risk Perceptions towards Pesticide Residue: A Logistic Analysis”, *Applied Economics Letters*. 5(1998): 793-796.
- Govindasamy, R. and S. Jin. “Fresh Sweet Corn Acreage Response in the Selected States of the USA”, *Applied Economics Letters*. 5(1998): 555-557.
- Govindasamy, R. and J. Italia. “Evaluating Consumer Use of Food Advertisements: The Influence of Socio-Economic Characteristics”, *Journal of Food Products Marketing*. 5(1998): 3-15.
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- Govindasamy, R. and J. Italia. “Predicting the Influence of Demographic Characteristics on the Willingness to Pay for Fresh Fruits and Vegetables: A Logistic Approach”, *Journal of Food Products Marketing*. 4(1997): 25-38.
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- Weliwita, A. and R. Govindasamy. "Supply Response in the Northeastern Fresh Tomato Market: Cointegration and Error Correction Analysis", *Agricultural and Resource Economics Review*. 27(1997):247-255.
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- Govindasamy, R. and M. J. Cochran. "Economic Value of Poultry Litter: Joint versus Disjoint Input", *Southwestern Economic Review*. 24(1997):109-121.
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- Govindasamy, R. and R. M. Nayga. "Determinants of Farmer-to-Consumer Direct Market Visits by Type of Facility: A Logit Analysis", *Agricultural and Resource Economics Review*. 26(1997):31-38.
- Govindasamy, R. and M. J. Cochran. "An Economic Evaluation of Adoption of the Conservation Compliance Program: A Stochastic Dominance Approach", *Journal of Agribusiness*. 15(1997): 121-133.
- Govindasamy, R., R. J. Samulis and R. Brumfield. "Production and Marketing of Sweet Corn in New Jersey: Past and the Present", *Acta Horticulturae*. 341(1996):205-211.
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- Govindasamy, R. and R. M. Nayga. "Characteristics of Farmer-To-Consumer Direct Market Customers: An Overview", *Journal of Extension*. August, 34 (1996): 5 pp. URL code: <http://joe.org/joe/1996august/rb1.txt>.
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- Govindasamy, R., and V. Puduri. "Hispanic Consumers Behavior and Perceptions towards Buying Genetically Modified Ethnic Produce: A case study from the United State". 11th *International Conference of the International Consortium on Agricultural Biotechnology Research (ICABR)*, Ravello (Scala), Italy, July 26 – July 29, 2007 on Agricultural Biotechnologies: New Frontiers and Products – Economics, Policies and Science.
- Govindasamy, R., V. Puduri, Mohammed El Mourid, Ibrahim Shaqir, and Jim Simon. Plenary session on "Global Essential Oil and Aromatic Plant Industry with Case Studies with Morocco/Tunisia". *IFAD-ICARDA expert consultation workshop on Herbal, Medicinal and Aromatic plants in NENA region*, Syria, July 10-12, 2007 (Invited).
- Govindasamy, R., V. Puduri, J. E. Simon and R. Juliani. Plenary session on "International

Essential Oil and Aromatic Plant Industry”. *International Symposium on Perfume, Aromatic and Medicinal Plants: From Production to Valorization: SIPAM 2006*, Jerba, Tunisia, November 2-4, 2006 (Invited).

- Juliani, R., J. E. Simon and R. Govindasamy. Commercial Production Techniques and Essential Oil Profiles. Southern African Essential Oils: From Germplasm to Oil Distillation, Extraction and Quality Control – *An International Aromatic Plants and Essential Oil Mini-Symposium*. ASNAPP South Africa Workshop, Stellenbosch, South Africa, February 27-March 1, 2006.
- Simon, J.E., R. Juliani and R. Govindasamy. Marketing Requirements for National, Regional and International Trade and the U.S. Regulatory Dilemma for Dietary Supplements. Southern African Essential Oils: From Germplasm to Oil Distillation, Extraction and Quality Control – *An International Aromatic Plants and Essential Oil Mini-Symposium*. ASNAPP South Africa Workshop, Stellenbosch, South Africa, February 27-March 1, 2006.
- Govindasamy, R., V. Puduri, J. E. Simon and R. Juliani. Overview of the International Essential Oil and Aromatic Plant Industry. Southern African Essential Oils: From Germplasm to Oil Distillation, Extraction and Quality Control – *An International Aromatic Plants and Essential Oil Mini-Symposium*. ASNAPP South Africa Workshop, Stellenbosch, South Africa, February 27-March 1, 2006.
- Juliani, R., R. Govindasamy, and J. E. Simon. Connecting Quality Control of Natural Plant Products to Germplasm Research, Production and Markets. *Making Quality Matter for Natural Products Commercialization in South Africa*. ASNAPP Zambia Workshop, Lusaka, Zambia, November 15-17, 2005.
- Simon, J.E., R. Govindasamy, R. Juliani, D. Acquaye, E. Jefthas, N. Hitimana, J. Goliath, P. Langenhoven, A.E. Daka, M. Diatta, J. Astante-Dartey, and D. Alipoe. New Use Agriculture and Natural Plants Products Program, Rutgers University, USA and the new PFID/NP African Initiative. *Making Quality Matter for Natural Products Commercialization in South Africa*. ASNAPP Zambia Workshop, Lusaka, Zambia, November 15-17, 2005.
- Simon, J.E., R. Juliani, Q. Wu, R. Govindasamy, G. Ghai and L. Ghavin. Fresh Horticultural Produce Enhancing of Quality, Safety and Delivery: An On-farm Case Study. *Making Quality Matter for Natural Products Commercialization in South Africa*. ASNAPP Zambia Workshop, Lusaka, Zambia, November 15-17, 2005.
- Govindasamy, R., V. Puduri, J. E. Simon and R. Juliani. Market and enterprise development potential for Selected Botanical (Spices, Herbal Teas, new edible oils, aromatic oils and medicinals). *Making Quality Matter for Natural Products Commercialization in South Africa*. ASNAPP Zambia Workshop, Lusaka, Zambia, November 15-17, 2005.
- Simon, J.E., R. Govindasamy, R. Juliani, D. Acquaye, E. Jefthas, N. Hitimana, J. Goliath, P. Langenhoven, A.E. Daka, M. Diatta, J. Astante-Dartey, D. Alipoe, Q.L. Wu and C. Quansah. Partnership in Food Industry Development – An Experience from Africa. *A USAID funded Workshop on Medicinal and Aromatic Plants Workshop*, Fes, Morocco, September 20-22, 2005.
- Simon, J.E., R. Govindasamy, R. Juliani, D. Acquaye, E. Jefthas, N. Hitimana, J. Goliath, P.

Langenhoven, A.E. Daka, M. Diatta, J.Astante-Dartey, D.Alipoe, Q.L. Wu and C. Quansah. Sustainable Development: Natural Products and Medicinal Plants Sector Using a Science and Market-Driven Approach to Strengthen Demand. Building New Partnerships in the Global Food Chain. Experiences from North Africa, the Near East and Asia. *A USAID and Univ. of Illinois Post-IAMA Workshop*, Chicago, June 29-30, 2005.

- Simon, J.E., R. Govindasamy, R. Juliani, D. Acquaye, H. Moharram, E. Jefthas, N. Hitimana, M. Wang, J. Goliath, P. Langenhaven, M. Nangeur, M. Diatta, J.Astante-Dartey, D.Alipoe and C. Quansah. Developing the Market for Natural Products Using a Sustainable Approach. Partnership for Food and Industry Development for Natural Products (PFID/NP). *Invited seminar to USAID*, Washington, D.C. January 13, 2005.
- Simon, J.E., R. Govindasamy, R. Juliani, D. Acquaye, H. Moharram, E. Jefthas, N. Hitimana, M. Wang, J. Goliath, P. Langenhaven, M. Nangeur, M. Diatta, J.Astante-Dartey, D.Alipoe and C. Quansa. Opportunities in the Global Natural Products Industry: The New Use Agriculture and Natural Plant Products Program at Rutgers University and PFID/NP. *Invited seminar to the University of Botswana*. Gaborone, Botswana. January 21, 2005.
- Simon, J.E., E. Jefthas, D. Acquaye, N. Zimba, R. Govindasamy, R. Juliani, N. Hitimana, H. Moharram, M. Wang, J. Goliath, P. Langenhaven, D. Alipoe, K. Chin, C. Quansah, M. Nageur, M. Diatta, and J. Asante-Dartey. Developing the Market for Natural Products Using a Sustainable Approach. *Invited Presentation to the U.S.-Africa AgriBusiness Conference*. Sponsored by the Corporate Council for Africa. Monterey, CA. Nov. 7-10, 2004.
- Govindasamy, R. “Demand for Environmentally Friendly Products”, *Invited Lecture at Tamilnadu Agricultural University*, Department of Agricultural Economics, India, July 23, 2004.
- Govindasamy, R. “Higher Education in the United States”, *Invited Lecture at Tamil Nadu Agricultural University*, Placement Cell of Directorate of Student’s welfare, India, July 21, 2004.
- Govindasamy, R. “Consumer Demand for Environmentally Friendly Products – Agricultural Examples”, *Invited Lecture at Agriculture and Agri-Food Canada*, Strategic Policy Division, Toronto, Canada, June 24, 2004.
- Pray, C. E., A. Courtmanche and R. Govindasamy, “The Importance of Intellectual Property Rights in the International Spread of Private Sector Agricultural Biotechnology”, *6th International Conference on Agricultural Biotechnologies: New Avenues for Production, Consumption and Technology Transfer*. July 11-14, 2002. Ravello, Italy.
- Govindasamy, R. “Future of Agricultural Economics”, *Invited Lecture at Tamil Nadu Agricultural University*, Department of Agricultural Economics, India, July 26, 2001.
- Govindasamy, R. “Operational Efficiency of Farmers Markets in New Jersey”, *Invited Lecture at Tamil Nadu Agricultural University*, Department of Agricultural Economics, India, December 17, 1998.
- Govindasamy, R., R. J. Samulis and R. Brumfield, “Production and Marketing of Sweet Corn in New Jersey: Past and the Present”, *The XIIIth International Symposium on Horticultural Economics*, Rutgers University, August 4-9, 1996.

- Govindasamy, R. and R. M. Nayga, “Farmer to Consumer Direct Marketing: Advertising Aspects of New Jersey Operations”, *The XIIIth International Symposium on Horticultural Economics*, Rutgers University, August 4-9, 1996.
- Heckman, J. A., R. Govindasamy, D.J. Probst, E.A. Chamberlain, W.T. Hlubik, E.P. Probst and R.C. Michel, “Corn Response to Sidedress Nitrogen in Relation to Soil Nitrate Concentration”, *International Symposium on Soil and Plant Analysis*. August 5-10, 1995. Wageningen, The Netherlands.
- Cochran, M. J., R. Govindasamy and H. Don Scott “An Analysis of Policy Alternatives and Market Solutions to Managing Water Quality Externalities From Land Applications of Poultry Litter”, *International Conference of Ecological Economics*, October 1994, Costa Rica.
- Govindasamy, R. and K. Palanisami. “Computer Simulation of a Tank Irrigation Tank for Better Water Management”, *International Conference on Computer Applications in Water Resources*, July 1991, Tamkang University, Taipei, Taiwan, ROC.
- Govindasamy, R. “A Simulation Model to Improve the Operational Efficiency of a Tank Irrigation System in Ramanathapuram District, Tamil Nadu” *International Workshop on Rehabilitation of Tank Irrigation System for Improved Crop Production*, 1987, Anna University, Madras, India.

SELECTED NATIONAL RESEARCH PRESENTATIONS

- Wu, T., and R. Govindasamy. “Consumer patterns identification for organic processed foods in Mid-Atlantic regions”, Food Distribution Research Society Conference in Honolulu, Hawaii, USA, October 2017.
- Ozkan, B., W. O. Fawole, and R. Govindasamy. “Food security in Nigeria post-MDGs: What has changed?”, Food Distribution Research Society Conference in Honolulu, Hawaii, USA, October 2017.
- Bhuyan, S., R. Govindasamy, D. Vasoya, M. Mathews and W. Azam. “A Pilot Study of Examining the Shopping behavior of Consumers of Processed Ethnic food”, Food Distribution Research Society Conference in Honolulu, Hawaii, USA, October 2017.
- Arumugam, S., R. Govindasamy, I. Vellangany and H. Gohil. “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, November 2016.
- Govindasamy, R., S. Arumugam, I. Vellangany and B. Ozkan. “Willingness to Pay a High-Premium for Organic Produce: An Econometric Analysis”, Food Distribution Research Society Conference in New Orleans, LA, USA, November 2016.
- Vellangany, I., R. Govindasamy, S. Arumugam and J. Heckman. “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, November 2016.

- Arumugam, S., and R. Govindasamy, J. E. Simon, W. Sciarappa. “Economics And Costs Of Basil Production: Results From The Field Level Survey”, Food Distribution Research Society Conference in Philadelphia, PA, USA. October 2015.
- Govindasamy, R., I. Vellangany, S. Arumugam, “Demand for Locally Grown Ethnic Greens and Herbs: An Econometric Analysis”, Food Distribution Research Society Conference in Philadelphia, PA, USA, October 2015.
- Govindasamy, R. “Opportunities for Organic Ethnic Greens and Herbs: A Study from the Eastern Coastal USA”. New York Produce Show and Conference By Eastern Produce Council and Produce Business. New York, New York, December 2014.
- Govindasamy, R., I. Vellangany, S. Arumugam, Liu Yu Tzu. “Predicting Consumer Participation in Community Supported Agriculture Activity in the mid-Atlantic Region: A Logit Analysis”, Food Distribution Research Society Conference in Salt Lake City, Utah, USA. November, 2014.
- Govindasamy, R., Liu Yu Tzu, S. Arumugam and I. Vellangany. “Willingness to Pay a Premium for Produce at Direct Marketing Outlets: An Ordered Probit Analysis, Food Distribution Research Society Conference in Salt Lake City, Utah, USA. November, 2014.
- Govindasamy, R., I. Vellangany, S. Arumugam and Xinling You. “Empirical Results for the logit Model of WTP New and Novel Ethnic Greens and Herbs”, Food Distribution Research Society Conference in Salt Lake City, Utah, USA. November, 2014.
- Kelley, K., and R. Govindasamy. “Disseminating Marketing and Production Results to Ethnic Greens and Herbs Stakeholders”, Food Distribution Research Society, Chicago, Illinois, October 2013.
- Onyango, B., and R. Govindasamy. “A disconnect between appreciation of the farmland and commitment to pay for its preservation; case for the Mid Atlantic farm products and agri-tourism.”, Food Distribution Research Society, Chicago, Illinois, October 2013.
- 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. Kelley. Ethnic Produce Marketing: Perspectives of the Intermediaries.” The New York Produce Trade Show and Conference, New York, December 2012.
- Kelley, K. and R. Govindasamy. “Developing the foundation for ethnic greens and herbs research: Consumer focus group and intermediary survey results”. Invited Presentation, Plenary

Session. The 2012 Conference of the Food Distribution Research Society, San Juan, Puerto Rico, October 2012.

- Govindasamy, R. and K. Kelley. “Ethnic Crop Opportunities for U.S. Farmers”. Invited Presentation, Plenary Session. The 2012 Conference of the Food Distribution Research Society, San Juan, Puerto Rico, October 2012.
- Onyango, B. and R. Govindasamy. “Uncovering Success Attributes for the Direct Farmers Markets and Agritourism: Mid-Atlantic Region of the United States”. The 2012 Conference of the Food Distribution Research Society, San Juan, Puerto Rico, October 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.
- Govindasamy, R. “Specialty Greens and Herbs Demand”. New York Produce Show and Conference By Eastern Produce Council and Produce Business. New York, New York, November 2011.
- Govindasamy, R., V. S. Puduri, K.M. Kelley and J. E. Simon, Influence of Consumer Demographics on the Demand for Locally Grown Ethnic Greens and Herbs Because of Food Miles Concerns: A Logit Model Analysis, FDRS Meeting October 15-19, 2011, Portland, Oregon.
- Puduri, V.S., R. Govindasamy, K.M. Kelley and J. C. Bernard, Predicting Consumer Participation in a Hayride Event of Agri-tourism Activity: A Logit Model Approach, FDRS Meeting October 15-19, 2011, Portland, Oregon.
- Govindasamy, R., V.S. Puduri and K.M. Kelley, “Ethnic Consumer Characteristics Influencing the purchase of Locally grown Greens and Herbs Due to Agroterrorism Concern: An Econometric analysis”, ASHS Annual Conference, Sept 25-28, 2011, Waikoloa, Hawaii, USA.
- Govindasamy, R. “Marketing Ethnic Produce to Consumers on the East Coast”. New York Produce Show and Conference By Eastern Produce Council and Produce Business. New York, New York, December 2010.
- Govindasamy, R., K. M. Kelley and V. S. Puduri, “Using Internet Bulletin Board Focus Group Sessions to Elicit Consumer Preferences for Ethnic Greens and Herbs”, *Food Distribution Research Society*, Destin, Florida, October 16-20, 2010.
- Govindasamy, R., K. M. Kelley, F. Mangan, J. E. Simon, S. Zhang, W. Sciarappa, R. VanVranken, A. Ayeni, P. Nitzsche, G. McAvoy, B. Schilling, S. J. Komar and V. S. Puduri. “Locally Grown Ethnic Greens and Herbs: Demand Assessments and Production Opportunities for East Coast Farmers”, Poster Presentation at Specialty Crops Research Initiative Project Director’s Meeting on August 2, 2010 in conjunction with *American Society for Horticultural Science* (ASHS) Annual Meeting August 2-5, 2010, Desert Springs JW Marriott Resort & Spa,

Palm Desert, California.

- Govindasamy, R., V. Puduri and J.E. Simon, “Willingness to Buy New Ethnic Produce Items: A Study of Hispanics in the East Coast of the USA”, *Food Distribution Research Society*, Broomfield, Colorado, October 31- November 4, 2009.
- Puduri, V.S., R. Govindasamy and J.E. Simon, “Willingness to Buy Country of Origin Labeled Produce Items: A Study of Asians from the East Coast USA”, *Food Distribution Research Society*, Broomfield, Colorado, October 31- November 4, 2009.
- Govindasamy, R. and V. Puduri. “Puerto Rican Consumers’ Attitude towards Willingness to Pay a Premium for Ethnic Produce: An Econometric Analysis”, *Food Distribution Research Society*, Columbus/Dublin, Ohio, October 11-15, 2008.
- Govindasamy, R., R. VanVranken, W. Sciarappa, V. Puduri, A. Ayeni, J. E. Simon, F. Mangan, M. Lamberts, G. McAvoy and K. Pappas. "Opportunities Created by Ethnically Diverse Communities in the United States", *Poster Presentation at Agricultural Prosperity for Small and Medium-Sized Farms Project Director's Meeting* on July 28, 2008 in conjunction with Rural Sociological Society (RSS) Annual Meeting July 28-31, 2008, Radisson Hotel Manchester, New Hampshire.
- Govindasamy, R., N. Hitimana, V. Puduri, H. R. Juliani, J. E. Simon. “Constraints and Perceptions of Natural Products Trade: A Study of Rwandan Wholesalers and Retailers”, *Presentation at International Symposium on Medicinal Nutraceutical Plants* March 19-23, 2007, Fort Valley State University, Fort Valley Georgia, USA.
- Govindasamy, R. “The World Crops: Opportunities Created by Ethnically Diverse Communities and Threats to Successful Marketing of Ethnic Crops”, *National Research Initiative –Project Directors Meeting*, Washington DC, March 8-9, 2007.
- Simon, J.E., D. Acquaye, E. Jefthas, R. Juliani and R. Govindasamy. “Medicinal Plants in Africa”, Invited Featured Speaker for Medicinal Plants Session. *2006 American Association of Industrial Crops Meeting and the 6th New Crops Symposium: Creating Markets for Economic Development of New Crops and New Uses*. Oct. 14-18, 2006 San Diego, CA.
- Simon, J.E., D. Acquaye, E. Jefthas, R. Juliani, and R. Govindasamy. “Natural Products in Rural Enterprises. FRAME: Knowledge Sharing for the Natural Resource Community”, Natural Products and Livelihoods Session. Invited: Models for Natural Products Development. *USAID sponsored workshop on Natural Products*, Washington, D.C. October 04, 2006.
- Govindasamy, R., J.E. Simon, V. Puduri, H.R. Juliani, J. Asante-Dartey, H. Arthur, B. Diawuo and D. Acquaye and N. Hitimana. “Retailers and Wholesalers of African Natural Products: Case Studies from Ghana and Rwanda”, *American Association of Industrial Crops Meeting and the 6th New Crops Symposium: Creating Markets for Economic Development of New Crops and New Uses*. Oct. 14-18, 2006 San Diego, CA.
- Park, C.H., P. Tannous, J.E. Simon, T. Kwon, W. Sciarappa, L.E. Craker, R. Van Vranken, W. Kline, P.J. Nitzche, H.R. Juliani and R. Govindasamy. “Korean Herbs and Greens: Chive and

Perilla, New Fresh Produce for the Emerging Ethnic Markets”, *American Association of Industrial Crops Meeting and the 6th New Crops Symposium: Creating Markets for Economic Development of New Crops and New Uses*. Oct. 14-18, 2006 San Diego, CA.

- Simon, J.E., R. Juliani, D. Acquaye, E. Jefthas, J. Asante-Dartey, N. Hitimana, M. Diatta, B. Diouf, P. Langenhoven, P. Tannous, E. Renaud, A. Daka, B. Neimark, K. Hughes, H. Moharram, J. Goliath, R. Govindasamy, J. Brown and C. Wilson. “Sustainable development of African natural plant products”, *American Association of Industrial Crops Meeting and the 6th New Crops Symposium: Creating Markets for Economic Development of New Crops and New Uses*. Oct. 14-18, 2006 San Diego, CA.
- Simon, J.E., C. Park, Q.L. Wu, M. Diatta, B. Diouf, B. Wilde, J. Asante-Dartey, D. Acquaye, C. Quansah, R. Akromah, C. Giblain, G. Gbewonyo, J.F.S. Ferreira, P. Melillo de Magalhães, D. Shen, N. Hitimana, A. Daka, H. Malumo, J. Goliath, P. Langenhoven, R. Juliani and R. Govindasamy. “Artemisia annua: Production in sub-Sahara Africa”, *American Association of Industrial Crops Meeting and the 6th New Crops Symposium: Creating Markets for Economic Development of New Crops and New Uses*. Oct. 14-18, 2006 San Diego, CA.
- Govindasamy, R., V. Puduri, R. Van Vranken, W. Sciarappa, A. Ayeni, J. E. Simon, F. Mangan, Florida Cooperator 6 and K. Pappas. “Economic Development of Ethnic Crops For the East Coast”, *6th New Crop Symposium: Creating Markets for Economic Development of New Crops and New Uses*, San Diego, California, October 14-18, 2006.
- Govindasamy, R., K. Pappas and V. Puduri. “Demand for Ethnic Produce in the Eastern U.S.: Results from Asian and Hispanic Survey”, *Food Distribution Research Society*, Quebec City, Quebec, Canada, October 14-18, 2006.
- Puduri, V., Govindasamy, L.J. O’Dierno, S. Islam and J. Myers. “Consumer Perceptions and Attitudes towards Organic Aquatic Products”, *Food Distribution Research Society*, Quebec City, Quebec, Canada, October 14-18, 2006.
- Govindasamy, R. Onyango. B., V. Puduri, J.E. Simon, J. Asante-Dartey, H. Arthur, B. Diawuo, D. Acquaye. “Marketing African Natural products From Ghana: Preliminary Results”, *American Agricultural Economics Association*, Long Beach, CA, 23-26, 2006.
- Govindasamy, R. “Ethnic Produce Marketing in the Northeastern U.S” *National Research Initiative –Project Directors Meeting*, Washington DC, November 1, 2005.
- Govindasamy, R. “Returns to Investment Analysis on State Agricultural Promotional Program” *WCC-72*, Annual Meeting, Las Vegas, June 19-21, 2005.
- Onyango. B., R. Govindasamy, and R. Nayga. “Public Awareness, Knowledge and Interest towards GM Foods: A Principal Component Factor Analysis”, *Food Distribution Research Society*, Washington DC, October 16-19, 2005.
- Nemana, A., R. Govindasamy and V. Puduri. “Asian Ethnic Consumers Perceptions and Behavior towards Buying Produce from Ethnic Stores - A study in Northeastern United States”, *Food Distribution Research Society*, Washington DC, October 16-19, 2005.
- Onyango. B., R. Nayga and R. Govindasamy. “U.S. Consumers’ willingness to Pay for Labeling

Information on Genetically Modified Foods”, *American Agricultural Economics Association*, Providence, Rhode Island, July 24-27, 2005.

- Onyango. B. and R. Govindasamy. “South Korea Public Preferences for Genetically Modified Foods: A Random Parameter Model”, *Food Distribution Research Society*, Morro Bay, California, October 13, 2004.
- Govindasamy, R., C. Turvey and V. Puduri. “The Influence of Agro-terrorism on Consumers’ Preference for Locally Grown Products: A Case Study from New Jersey”, *Food Distribution Research Society*, Morro Bay, California, October 13, 2004.
- Onyango. B., R. Govindasamy, and R. Nayga. “An Application of Choice Modeling To Measure U.S. Consumer Preferences for Genetically Modified Foods”, *American Agricultural Economics Association Annual Conference*, Denver, Colorado, August 1-4, 2004.
- Pray. C., R. Govindasamy, and C. Courtmanche. “The Existence of Intellectual Property Rights and its Influence on the Spread of Private Sector Agricultural Biotechnology”, *American Agricultural Economics Association Annual Conference*, Montreal, Canada, July 27-30, 2003.
- Govindasamy, R., “Predicting Consumer Willingness to Purchase Value Added Products at Direct Agricultural Markets”, *Annual conference of the Food Distribution Research Society*, Biloxi, MS, October 25-29, 2003.
- Shuzzler, A., R. Govindasamy, and A. Adelaja. “A Comparative Evaluation of Organic Produce Consumers in New Jersey to New York and Pennsylvania”, *Annual conference of the Food Distribution Research Society*, Miami, FL, October 27-30, 2002.
- Bhuyan, S., H. Stewart, R. Govindasamy, F. Hossain, and A. Adelaja. “Satisfaction Evaluation of Food-away-from-home Choices by Consumers”, *Annual conference of the Food Distribution Research Society*, Miami, FL, October 27-30, 2002.
- Bhuyan. S., R. Govindasamy, A. Adelaja and F. Hossain. “An Empirical Evaluation of Consumer Characteristics and Their FAFH Choices”, *American Agricultural Economics Association Annual Conference*, Long Beach, CA, July 28-31, 2002.
- Govindasamy, R. M. DeCongelio and S. Bhuyan. “Characteristics of Frequent Buyers of Organic Produce in the Northeastern U.S.: A Logistic Analysis”, *Annual conference of the Food Distribution Research Society*, Mesa, AZ, October 14-17, 2001.
- Govindasamy, R. and M. DeCongelio. “An Empirical Evaluation of Grower Satisfaction from Profit Margins: A Logistic Analysis”, *Annual conference of the Food Distribution Research Society*, Roanoke, VA, October 15-18, 2000.
- Adelaja, A.O., F. Hossain and R. Govindasamy. “Long-Run Productivity and Parity Relationship in U.S. Agriculture”, *Tweeten Symposium*, September 10-11, 2000, Columbus, Ohio.
- Govindasamy, R. and J. Italia. “Evaluating Willingness to Purchase IPM Grown Fresh Produce”, *Annual conference of the Food Distribution Research Society*, San Antonio, TX, October 17-20, 1999.

- Govindasamy, R. and J. Italia. “Consumer Patronage of Farmers’ Markets: The Influence of Socio-Demographic Characteristics”, *Annual conference of the Food Distribution Research Society*, San Antonio, TX, October 17-20, 1999.
- Govindasamy, R. and J. Italia. “Predicting Willingness-to-Pay for Integrated Pest Management Produce: A Logistic Approach”, *Annual conference of the Food Distribution Research Society*, Monterey, CA, October 25-28, 1998.
- Govindasamy, R. and J. Italia. “Evaluating Consumer Use of Food Advertisements: The Influence of Socio- Economic Characteristics”, *Annual conference of the Food Distribution Research Society*, Monterey, CA, October 25-28, 1998.
- Adelaja, A.O., R. Govindasamy, M. Hartley and B. Schilling. “The Market for Nutraceuticals”, *American Agricultural Economics Association Annual Conference*, Utah, August 2-5, 1998.
- Govindasamy, R. and A. Pingali. “Consumer Attitude Towards State Promotional Programs: The Case of Jersey Fresh”, *Annual conference of the Food Distribution Research Society*, Clearwater Beach, October 27-29, 1997.
- Govindasamy, R. “Current Trends in Direct and Diversified Marketing”, *American Agricultural Economics Association Annual Meetings*, July 27-30, 1997, Toronto, Canada.
- Nayga, R.M., R. Govindasamy, T.C. Wall and D. Thatch. “Characteristics and Attitudes of Direct Market Customers: Results from a New Jersey Survey”, *Annual conference of the Food Distribution Research Society*, Myrtle Beach, South Carolina, October 22-25, 1995.
- Cochran, M. J. and R. Govindasamy. “Animal Production and Sustainable Agriculture: Poultry Sector”, *American Agricultural Economics Association Conference*, August 6-9, 1995, Indianapolis, Indiana.
- Govindasamy, R. “The Role of Poultry Litter in Sustainable Agriculture”, *10th Biennial 1890 Agricultural Research Directors Symposium*, October 2-5, 1994, New Orleans, Louisiana.
- Cochran, M. J. and R. Govindasamy. “The Feasibility of Poultry Litter Transportation from Environmentally Sensitive Areas to Delta Row Crop Production”, *American Agricultural Economics Association Conference*, August 1994, San Diego, California.
- Govindasamy, R. and M. J. Cochran. “Conservation Compliance Program and the Best Management Practices: An Integrated Approach for Economic Analysis”, *American Agricultural Economics Association Conference*, August 1993, Orlando, Florida.
- Govindasamy, R., J. Herriges and J. Shogren. “Budget Balancing Incentive Mechanisms”, *American Agricultural Economics Association Conference*, August 1992, Baltimore, Maryland.
- Govindasamy, R. and M. Duffy. “Alternative Methods for Soil Conservation to Comply with the Conservation Compliance Program”, *American Agricultural Economics Association Conference*, August 1991, Manhattan, Kansas.
- Shogren, J. Herriges and R. Govindasamy. “The Limits to Environmental Bonds: Lessons From the Labor Literature”, *American Agricultural Economics Association Conference*, August 1991, Manhattan, Kansas.

SELECTED REGIONAL RESEARCH PRESENTATIONS

- Zelinskie, J., K. Kelley, D. Gardner, R. Govindasamy, J. Hyde, B. Rickard, and K. Storchmann. An assessment of winery tasting room marketing strategies based on Mid-Atlantic (New Jersey, New York, and Pennsylvania) consumer surveys. Annual Meeting, American Society of Enology and Viticulture/Eastern Section, July 2017, Charlottesville, VA.
- Wu, T., and R. Govindasamy. " Consumer Preference Identification for Organic Processed Foods in the Mid-Atlantic Region", *Northeastern Agricultural and Resource Economics Association Meetings*, June 11-14, 2017, Arlington, Virginia.
- Govindasamy, R., I. Vellangany, S. Arumugam, 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.
- Govindasamy, R., S. Arumugam, K. Kelley, and A. Miller, "Preference and Attitudes of Mid-Atlantic Consumers towards NJ Wine", *Grape Expectations – A Viticulture and Enological Symposium, Rutgers Cooperative Extension, Rutgers University*, February 2016, Monroe Township, New Jersey.
- Kelley, K., Miller, A., J. Zelinskie and R. Govindasamy, "Strategies for Encouraging Tasting Room Visits: Results from a Study Conducted with Mid-Atlantic Wine Consumers", *Grape Expectations – A Viticulture and Enological Symposium, Rutgers Cooperative Extension, Rutgers University*, February 2016, Monroe Township, New Jersey.
- Govindasamy, R., James E. Simon, Kathleen Kelley, Frank Mangan, Shouan Zhang, Surendran Arumugam, William J. Sciarappa, Peter Nitzsche, Richard W. Van Vranken, Stephen Komar, Albert Ayeni, Gene McAvoy, and Brian Schilling (2014), *Ethnic Crop Opportunities for Farmers in the United States, Growing Success Together: A Sharing of Ethnic Greens, Herbs, and Produce Research, Extension, and Personal Experiences*, Pennsylvania, USA.
- James E. Simon, Ramu Govindasamy, Kathleen Kelley, Frank Mangan, Shouan Zhang, Surendran Arumugam, William J. Sciarappa, Peter Nitzsche, Richard W. Van Vranken, Stephen Komar, Albert Ayeni, Gene McAvoy, and Brian Schilling (2014), *Ethnic Crop Production Trial Outcomes, Growing Success Together: A Sharing of Ethnic Greens, Herbs, and Produce Research, Extension, and Personal Experiences*, Pennsylvania, USA.
- Ramu Govindasamy, S. Arumugam, 2013, Integrating Teaching, Research and Extension in the Supply Chain of the Lentil Industry, *International Science and Education Program Project Directors Meeting*, Washington D.C. USA.
- Puduri, V.S., R. Govindasamy and K.M. Kelley, "Agritourism Consumer's Participation in Wine Tasting Events: An Econometric Analysis", *2011 AAEA & NAREA Joint Annual Meeting*, July 24-26, Pittsburgh, PA.
- Govindasamy, R., V.S. Puduri and K.M. Kelley, "The Influence of Food Safety Disquiet on the

Demand for Locally Grown Ethnic Greens and Herbs: A Logit Analysis”, *2011 AAEA & NAREA Joint Annual Meeting*, July 24-26, Pittsburgh, PA.

- Govindasamy, R., and V. Puduri. "Marketing Ethnic Produce to Consumers on the East Coast", *First Annual New York Produce Show and Conference*, Sponsored by Eastern Produce Council, November 10, 2010, New York City, New York.
- Ariyawardana, A., R. Govindasamy and V. Puduri. "Consumers Willingness-to-Pay for Organic Ethnic Specialty Produce in the East-Coast United States", *Northeastern Agricultural and Resource Economics Association Meetings*, June 2009, Burlington, Vermont.
- Simon, J.E., R. Juliani, R. Govindasamy, J. Janick, D. Swaim, E. Jeffthas, P. Tannous and B. Sciarappa. 2009. "Branding Ideas for Herbs", *Presentation given at the Annual New Jersey Vegetable Growers Association*, January 2009, Atlantic City.
- Simon, J.E., C.H. Park, Q.L. Wu, P. Tannous, R. Juliani, R. Govindasamy, B. Sciarappa, P. Nitzsche, E. Dager, L.E. Craker and R. VanVranken. 2009. "Producing Organic Herbs in the Northeast", *Presentation given at the Annual New Jersey Vegetable Growers Association*, January 2009, Atlantic City.
- Puduri, V and R. Govindasamy, "Asian Consumers' Willingness to Buy Locally Grown Ethnic Produce: A Study from East-Coast United States", *Joint Annual Meeting of the Canadian Agricultural Economics Society (CAES) And the Northeast Agricultural and Resource Economics Association (NAREA)*, June 30 – July 1, 2008, Quebec City, Canada.
- Govindasamy, R., V. Puduri and J. E. Simon, "Asian Indian Willingness to Pay More for Ethnic Produce: A Study in East-coast Region of United States", *Joint Annual Meeting of the Canadian Agricultural Economics Society (CAES) And the Northeast Agricultural and Resource Economics Association (NAREA)*, June 30 – July 1, 2008, Quebec City, Canada.
- Simon, J.E., E. Jeffthas, D. Acquaye, R. Juliani, R. Govindasamy and B. "Sustainable Development in Sub-Sahara Africa using a Market-first and Scientific Driven Model with Natural Products to Improve Food Security and Health", *Invited presentation to the Center for African Studies*, Rutgers, University, April 23, 2008, New Brunswick, N.J.
- Govindasamy, R., and V. Puduri. "Hispanic Consumers Perceptions towards Locally Grown Ethnic Produce: A study from the East-coast U.S.", *Northeastern Agricultural Economics Association Annual Meetings*, June 10-13, 2007, Rehoboth Beach, Delaware.
- Puduri, V., and R. Govindasamy. "Demand for Live Aquatic Products in the Mid-Atlantic States", *Northeastern Agricultural Economics Association Annual Meetings*, June 10-13, 2007, Rehoboth Beach, Delaware.
- Van Vranken, R., W. Sciarappa, R. Govindasamy, V. Puduri, A. Ayeni, J.E. Simon, F. Mangan, M. Lamberts, G. McAvoy, K. Papps and M. Gbolo. "Producing for Ethnic Consumers on the East Coast-An Assessment of Demand for Specialty Produce", *Presented at the Annual Meeting of the New Jersey Vegetable Growers*, New Jersey Farm Bureau. January 16, 2007. Atlantic City, NJ.
- Sciarappa, W., Govindasamy, R., Puduri, V., Van Vranken, R., Ayeni, A., Simon, J., Mangan,

F., Lamberts, M., McAvoy, G., Pappas, M. 2007. "Organic Vegetables for Ethnic Markets", *52nd NJ Annual Vegetable Meeting*. Jan. 16, 2007. Atlantic City, NJ.

- Govindasamy, R., A. Kumaraswamy, V. Puduri and B. Onyango. "Demographic Characteristics of Consumers who Read Grocery Brochures Regularly and Those who are willing to Switch Supermarkets to Buy Advertised Specials: An Analysis", *Northeastern Agricultural Economics Association Annual Meetings*, June 11-14, 2006, Mystic, Connecticut.
- Puduri, V., R. Govindasamy, and B. Onyango. "Country of Origin Labeling of Fresh Produce: A Consumer Preference Analysis", *Northeastern Agricultural Economics Association Annual Meetings*, June 11-14, 2006, Mystic, Connecticut.
- Govindasamy, R. and V. Puduri. "Consumer Preferences Towards Buying Integrated Pest Management Produce", *Northeastern branch, American Society of Agronomy, Soil Science Society of America*, June 11-14, 2004, Bordentown, New Jersey.
- Govindasamy, R., B. Schilling, K. Sullivan, and C. Turvey. "Returns to State Agricultural Promotion: A Case Study of the Jersey Fresh Program", *Northeastern Agricultural Economics Association Annual Meetings*, June 20-23, 2004, Nova Scotia, Canada.
- Govindasamy, R., B. Onyango, W. Hallman, H. Jang and V. Puduri. "Public Approval of Plant and Animal Biotechnology In Korea: An Ordered Probit Analysis", *Northeastern Agricultural Economics Association Annual Meetings*, June 20-23, 2004, Nova Scotia, Canada.
- Onyango, B, R. Govindasamy., W. Hallman, H. Jang and V. Puduri. "Consumer Acceptance of Genetically Modified Foods In Korea: Factor and Cluster Analysis", *Northeastern Agricultural Economics Association Annual Meetings*, June 20-23, 2004, Nova Scotia, Canada.
- Govindasamy, R. and A. Adelaja. "An Evaluation of Producer Satisfaction with Returns from Farmers' Market Related Activity", *Northeastern Agricultural and Resource Economics Association Conference*, June 8-10, 2003, Portsmouth, NH.
- Govindasamy, R. and M. DeCongelio. "An Empirical Evaluation of Producers Satisfaction with Organic Farming Returns: A Logistic Analysis", *Northeastern Agricultural and Resource Economics Association Conference*, June 9-11, 2002, Camp Hill, PA.
- Govindasamy, R. and A. Adelaja. "An Evaluation of Consumer Willingness to Pay for Organic Produce in the Northeast U.S", *Northeastern Agricultural and Resource Economics Association Conference*, June 10-12, 2001, Bar Harbor, ME.
- Govindasamy, R. "State Sponsored Marketing Programs: An Evaluation of Retailer Response to the Jersey Fresh Program", *Northeastern Agricultural and Resource Economics Association Conference*, June 11-13, 2000, West Greenwich, RI.
- Govindasamy, R. "Alternative Markets and New Opportunities: The Case of Farmers Markets", *The Future of Our Food and Farms – A Regional Summit to Promote Agriculture Learn About Trends in Food Distribution and Find Ways to Reduce Hunger*, December 2-3, 1999, Philadelphia, Pennsylvania.

- Govindasamy, R., J. Italia and A.O. Adelaja. “Estimating the Effect of Demographic Characteristics on the Willingness to Pay a Premium for Integrated Pest Management Produce”, *Northeastern Agricultural and Resource Economics Association Conference*, June 27-29, 1999, Morgantown, West Virginia.
- Adelaja, A.O., R. Govindasamy and E. LoPresti. “Endogeneity of Supply Response Behavior”, *Northeastern Agricultural and Resource Economics Association Conference*, June 23-24, 1997, Sturbridge, Massachusetts.
- Govindasamy, R. “Can Agriculture Tourism Increase Profits for Individual Farmers: A Case Study From New Jersey”, *36th Annual Meeting of the Southern Regional Science Association*, April 17-19, 1997, Memphis, Tennessee.
- Govindasamy, R. and A. Weliwita. “A Cointegration Analysis of Farmland Prices in the Northeastern United States”, *Southern Agricultural Economics Association Conference*, February 1-5, 1997, Birmingham, Alabama.
- Govindasamy, R. and A. Weliwita “A Re-examination of Supply Response in the Northeastern Fresh Tomato Market: A Cointegration and Error Correction Analysis”, *Southern Agricultural Economics Association Conference*, February 1-5, 1997, Birmingham, Alabama.
- Weliwita, A., R. Govindasamy and J. A. Heckman. “Estimating Optimum Nitrogen Fertilizer Rate for Corn”, *Northeastern Agricultural and Resource Economics Association Conference*, June 24-25, 1996, Atlantic City, New Jersey.
- Govindasamy, R. and R. M. Nayga. “Determinants of Farmer-to-Consumer Direct Market Visitations by Type of Facility: A Logit Analysis”, *Southern Agricultural Economics Association Conference*, February 4-7, 1996, Greensboro, North Carolina.
- Cochran, M.J. and R. Govindasamy. “An Economic Analysis of Crop Response to Poultry Litter Applications”, *Southern Agricultural Economics Association Conference*, February 4-7, 1996, Greensboro, North Carolina.
- Cochran, M.J., R. Govindasamy and H. Don Scott. “Economics of Nutrient Loading Management into Surface and Groundwater from Poultry Litter”, *Great Plains Animal Waste Conference*, Oct. 1994, Colorado.
- Cochran, M. J. and R. Govindasamy. “Market Solutions to Excess Application of Poultry Litter”, *Western Economic Association International Conference*, July 1994, Vancouver, Canada.
- Cochran, M. J., R. Govindasamy, D. M. Miller and R. J. Norman. “Economics of Poultry Litter Management for Rice Production”, *Southern Agricultural Economics Association Conference*, February 1994, Nashville, Tennessee.
- Govindasamy, R., K. Eswaramoorthy, D. Liu and J. Kliebenstein. “Economic Impacts of PST on a Farrow-to-Finish Hog Farm Operation”, *Western Agricultural Economics Association Conference*, August 1992, Colorado Springs, Colorado.

LECTURES AND RESEARCH SEMINARS

- Govindasamy, R. “Market for Organic Produce in the Northeastern U.S. – An Analysis of Consumer and Producer Perspectives”, Department of Agricultural Economics, *Purdue University*, April 16, 2003, West Lafayette, Indiana.
- Govindasamy, R. “Niche Marketing Opportunities for Indiana Farmers: A Lesson from the Northeast”, School of Agriculture, *Purdue University*, April 17, 2003, West Lafayette, Indiana.
- Govindasamy, R. “Impacts of PST on Optimal Production and Marketing Decisions of a Grow-Finish Hog Farm Operation”, Department of Agricultural Economics and Marketing, *Rutgers-The State University of New Jersey*, September 19, 1994, New Brunswick, New Jersey.
- Govindasamy, R. “Economics of Poultry Management for Rice Production” Department of Agricultural Economics, College Agriculture, *University of Arkansas*, Pine bluff, Arkansas, April, 1994.

TEACHING/TRAINING

- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2017*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey
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- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2016*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2015*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2014*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2013*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2010*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- Co-Instructor, Virtual Collaborator on “Food and Business Nutrition Information and Communication” *Spring 2010*, Department of Agricultural Economics and Marketing, Food Science, Nutritional Science and Library Science, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2009*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey.

- Demand and Price Analysis (Course: 11:373:331). “Demand and Price Concepts”, Substitute Lecturer on February 18, 21, 25 and 28. *Spring 2008*, School of Environmental and Biological Sciences, Rutgers University.
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2008*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2007*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- Co-Instructor, Virtual Collaborator on “Food and Business Nutrition Information and Communication” *Spring 2007*, Department of Agricultural Economics and Marketing, Food Science, Nutritional Science and Library Science, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- Presenter, “Demographics of Organic Producers and Consumers in the Mid-Atlantic Region: Producer Profit Margins versus Consumer Willingness to Pay” New Managers Sustainability Immersion Training by Seeds of Change, Douglas College, Rutgers University, New Jersey, May 1-2, 2006.
- Instructor, Virtual Collaborator on “Food and Business Nutrition Information and Communication” A Test Course, *Fall 2006*, Department of Agricultural Economics and Marketing, Food Science, Nutritional Science and Library Science, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- Instructor, “Global Marketing (Course: 11:373:402)”, *Spring 2006*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- Instructor, “International Agribusiness Marketing (Course: 11:373:402)”, *Spring 2005*, Department of Agricultural Economics and Marketing, School of Environmental and Biological Sciences, Rutgers University, New Jersey.
- “Public Perception of Biotechnology and Acceptance of GM Food: Results from 2004 Telephone Survey”, *Biotechnology Annual Meeting 2004*, Hosted by Food Policy Institute, September 28, 2004, New Brunswick, New Jersey.
- Instructor, “International Agribusiness Marketing (Course: 11:373:402 Section 2)”, *Spring 2004*, Department of Agricultural Economics and Marketing, Cook College, Rutgers University, New Jersey.
- Instructor, “International Agribusiness Marketing (Course: 11:373:402 Section 2)”, *Spring 2003*, Department of Agricultural Economics and Marketing, Cook College, Rutgers University, New Jersey.
- “Turfgrass Economic Survey”, *Athletic Field Management Course*, Hosted by New Jersey Agricultural Experiment Station/Cook College, January 31, 2003, New Brunswick, New Jersey.

- “Direct Marketing and Jersey Fresh Program”, *Bangladesh Agricultural Research Management Program 2002*, Hosted by New Jersey Agricultural Experiment Station/Cook College, August 16, 2002, New Brunswick, New Jersey.
- Instructor, “International Agribusiness Marketing (Course: 11:373:402 Section 2)”, *Spring 2002*, Department of Agricultural Economics and Marketing, Cook College, Rutgers University, New Jersey.
- *Economics of the Food Marketing System* (Course: 11:373:331). “Food Marketing Costs”, Guest Lecture on November 20, *Fall 2001*, Cook College, Rutgers University.
- “Ecotourism”, *Education Conference 2001*, Hosted by Department of Agricultural, Food and Resource Economics, Cook College, October 2001, New Brunswick, New Jersey.
- Instructor, “International Agribusiness Marketing (Course: 11:373:495 Section 2)”, *Spring 2001*, Department of Agricultural Economics and Marketing, Cook College, Rutgers University, New Jersey.
- “Eliminating the Middleman on the Farm: Recipe for Success”, *2001 Mid-Atlantic Direct Marketing Conference*, February 2001, Virginia Beach, Virginia.
- *Principles of Organic Crop Production*. Nutritional Science Department. “Marketing of Organic Produce” Guest Lecture on November 30, *Fall 2001*, Cook College, Rutgers University.
- “Insurance and Liability”, *2000 Mid-Atlantic Direct Marketing Conference*, February 2000, Parsippany, New Jersey.
- Co-Instructor, “*Applied Econometrics* (Course: 16:030:506)”, *Spring 2000*, Department of Agricultural, Food and Resource Economics, Cook College, Rutgers University, New Jersey.
- *Agribusiness Finance* (Course: 11:373:351). “Agritourism in New Jersey.” Guest Lecture on November 3, *Fall 1999*, Cook College, Rutgers University.
- “Agricultural Marketing and Direct Marketing”, *Chinese Farmers Visit*, New Jersey Agricultural Experiment Station, Cook College, August, 1999, Rutgers University.
- “Marketing Update”, *New Jersey Farmer’s Direct Marketing Directors Meeting*, November 10, 1999, Mount Holly, New Jersey.
- “*Applied Econometrics* (Course:16:030:506)”, Guest Lecture on April 30, *Spring 1999*, Department of Agricultural, Food and Resource Economics, Cook College, Rutgers University, New Jersey.
- “2000 Mid-Atlantic Direct Marketing Conference in New Jersey”, *New Jersey Farmer’s Direct Marketing Directors Meeting*, March 31, 1999, Mount Holly, New Jersey.
- “How to Minimize Employee Turnover”, *1999 Mid-Atlantic Direct Marketing Conference*, February 19, 1999, Ocean City, Maryland.

- “Marketing of Ethnic Produce: Indian Vegetables”, 1999 Mid-Atlantic Direct Marketing Conference, February 18, 1999, Ocean City, Maryland.
- *Agribusiness Finance* (Course: 11:373:351). “Agritourism in New Jersey.” November 25, *Fall 1998*, Cook College, Rutgers University.
- “1999 Mid Atlantic Direct Marketing Conference Theme”, New Jersey Farmer’s Direct Marketing Directors Meeting, November 4, 1998, Mount Holly, New Jersey.
- “Marketing Research Update”, *Twilight Direct Marketing Meeting*, Conover’s Farm Market, September 30, 1998, Cape May, Cape May County, New Jersey.
- “Marketing Update”, *Twilight Direct Marketing Meeting*, Wednesday, August 18, 1998, Atlantic Farms, Wall Township, Monmouth County, New Jersey.
- “Direct Marketing Update”, *Twilight Direct Marketing Meeting*, Wednesday, June 16, 1998, Farms View Road stand, Wayne, Passaic County, New Jersey.
- “Characteristics of Farmer’s Market Managers.” *Market Managers Meeting*, North Jersey Farmers Market Council, May 13, 1998, Madison, New Jersey.
- “New Jersey Direct Marketing Annual Conference 1998”, New Jersey Farmers’ Direct Marketing Directors Meeting, March 18, 1998, Mt. Holly, NJ.
- “Marketing Principles”, Colloquium entitled “Commercialization of Biotechnology”, March 10, 1998, Cook College, Rutgers University.
- “Where to Look for Federal Farm Labor Laws”, 1998 Mid-Atlantic Direct Marketing Conference, February 19, 1998, Lancaster, Pennsylvania.
- “Farmers Market Survey”, Community Farmers Markets - A Success Story, North Jersey Farmers Market Council, February 13, 1998, Haggerty Education Center Frelinghuysen Arboretum, Morristown, New Jersey.
- “Consumer Perceptions about IPM Produce.” *New Jersey Farmers’ Direct Marketing Conference*, November 5, 1997, Somerset, New Jersey.
- “Farmers Market Results: Update.” Fall Market Managers Meeting, *North Jersey Farmers Market Council*, October 23, 1997, Madison, New Jersey.
- “Importance of Open Space and Direct Marketing to New Jersey Agriculture.” Annual New Jersey Agriculture Experiment Station/Cook College, *V.I.P. Tour*, October 17, 1997, Rutgers University.
- *Agribusiness Finance* (Course: 11:373:351). “Financial Implications of Agritourism and Related Activities: A Case Study from New Jersey.” October 15, *Fall 1997*, Cook College, Rutgers University.
- “New Jersey Direct Marketing Conference Update”, *Twilight Direct Marketing Meeting*,

September 16, 1997, Everett Farm, Somerset County, New Jersey.

- “Marketing Research Update”, *Twilight Direct Marketing Meeting*, Wednesday, June 11, 1997, Conti Farm, Tabernacle, Burlington County, New Jersey.
- “Update on New Jersey Direct Marketing Conference”, *New Jersey Farmer’s Direct Marketing Directors Meeting*, April 2, 1997, Mount Holly, New Jersey.
- “Marketing Strategies for the Turfgrass Industry”, *Annual Sod Seminar, Cultivated Sod Association of New Jersey, Inc.*, March 12, 1997, Forestgate Country Club, Jamesburg, New Jersey.
- “Applied Econometrics (Course: 16:030:506)”, *Spring 1997*, Guest Lecture on 2/20/97 topic “Using SAS for econometric analysis”. Department of Agricultural Economics and Marketing, Cook College, Rutgers University, New Jersey.
- “Marketing Update”, Spring Meeting, *North Jersey Farmers’ Market Council*, February 14, 1997. Madison Borough Hall, Madison, New Jersey
- “Marketing Survey”, *Finding Success at Community Farmers Markets - North Jersey Farmers Market Council*, February 13, 1997, New Jersey Museum of Agriculture, Cook College, Rutgers University.
- “Agricultural Marketing”, *Chinese Farmers Visit*, Center for Advanced Food Technology, Cook College, February 11, 1997, Rutgers University.
- “Farm Retail Marketing Customer Characteristics”, *1997 Mid-Atlantic Direct Marketing Conference*, February 5-8, 1997, Dover, Delaware.
- “Agribusiness Marketing (Course: 11:373:331)”, *Spring 1997*, Guest Lecture on 1/21/97 topic “Nature of Agribusiness Marketing Research”, Department of Agricultural Economics and Marketing, Cook College, Rutgers University, New Jersey.
- “Marketing Update for Farmers’ Market Managers”, Fall Meeting, *North Jersey Farmers’ Market Council*, November 20, 1996. Madison Borough Hall, Madison, New Jersey.
- “Agricultural Produce Marketing in New Jersey”, *Chinese Delegation Visit*, CAFT Food Manufacturing Technology Facility, November 2, 1996 Rutgers University.
- “Marketing and Successful First Generation Farmers”, The Rutgers Cooperative Extension *Workshop for Entering a Profitable Small Scale Farming Business*. October 23, 1996, Clifford E. And Melda C. Snyder Research and Extension Farm, Pittstown, New Jersey.
- “Marketing Research and Extension”, *Twilight Direct Marketing Meeting*, Wednesday, October 2, 1996, Ort Farms, Long Valley, Morris County, New Jersey.
- *International Agricultural Marketing Training*. Trained two researchers from Korea in Developing Agricultural Markets under Cochran Fellowship Program offered by Foreign Agriculture Service, United States Department of Agriculture, August 12-17, 1996. Washington

D.C.

- “Marketing Update”, *Twilight Direct Marketing Meeting*, June 20, 1996, Robson’s Farm, Wrightstown, New Jersey.
- Instructor, “Applied Econometrics (Course: 16:030:506)”, *Spring 1996*, Department of Agricultural Economics and Marketing, Cook College, Rutgers University, New Jersey.
- “Sweet Corn Sales: Past and Present”, *1996 Burlington County Sweet Corn Growers Meeting*, March 5, 1996, Mount Holly, New Jersey.
- “Characteristics of Direct Marketing Customers in New Jersey”, *1996 New Jersey Farmers’ Direct Marketing Conference*, March 1, 1996, Cook College, Rutgers University, New Jersey.
- “New Jersey Direct Farm Marketing- Past and Present”, *1996 Gloucester County Vegetable Meeting*, February 27, 1996, Glassboro, New Jersey.
- “Characteristics of Roadside Stand Operations in New Jersey and a Profile of Customers Who Frequent Them”, *Extension, Research, and Promotion Programs in Support of Farm Direct Marketing In service Training Program: 1996 North American Farmers’ Direct Marketing Conference*, February 22, 1996, Saratoga Springs, New York.
- “Farmer-to-Consumer Direct Marketing: Characteristics of New Jersey Operations”, *1996 Pennsylvania Vegetable Conference and Trade Show*, January 30, 1996, Hershey Lodge and Convention Center, Hershey, Pennsylvania.
- “History and Outlook of the New Jersey Sweetpotato Industry”, *34th Annual Meeting of Sweetpotato Council of the United States*, January 28-30, 1996, Atlantic City, New Jersey.
- “New Jersey and National Strawberry Marketing Trends”, *Strawberry Marketing Workshop*, December 15, 1995, Research and Development Center, Bridgeton, New Jersey.
- “Operations Research”, *Research Methods for Agricultural Economics: 16:030:503*, November 29, 1995, Fall, Rutgers University.
- “Characteristics of Consumers at Direct Markets”, *Twilight Direct Marketing Meeting*, Melicks Orchards Town Farm, Wednesday, September 20, 1995, Old wick, Hunterton County New Jersey.
- “Direct Marketing Operations in New Jersey” *Chinese Farmers Visiting U.S. at Rutgers University*, New Jersey, August 3, 1995.
- Taught as a co-instructor, course AGEC 2103, *Macro Economics*, Fall 1994, Students 25. Taught sections on demand and supply, GNP, GDP, unemployment and other related subject covering about 25% of the lectures.
- Taught as a co-instructor, course AGEC 3403, *Farm Management Economics*, Spring 1994, Students 50. Responsible for teaching practical sessions, prepare assignments, prepare computer problems, evaluation of the assignments, special project evaluation for individual students.

- “Economic Principles: Choosing Production Levels”, Undergraduate Senior Course on *Macro Economics*, St. Norbert College, February, 1994, 35 students DePere, Wisconsin.
- “Environmental Regulation through Direct Taxes”, *University of Arkansas*, Fayetteville, Graduate course on Environmental and Resource Economics, Spring 1993, 6 students.
- “Economics of Rice Production using poultry litter” Poster presented at the Farmers Day organized by the Rice Research and Extension Center, Stuttgart, *University of Arkansas*, 1993.
- “Limitations to Environmental Bonds”, Department of Economics, *Iowa State University, Ames*, Iowa, July, 1992, Ames Iowa.

PROGRAM DEVELOPMENT

- Developed a workshop with other partners on Natural Products. This workshop was conducted to help producers, processors, retailers and wholesalers of medicinal plants, Accra, Ghana, June 13-15 2005.
- Developed a course for International Food Policy Institute’s Open University program. The course is titled “International Agricultural Marketing”. This course will be taught online to any participating student in a developing country, Fall 2004.
- Developed a course for International Food Policy Institute’s Open University program. The course is titled “Applied Econometrics”. This course will be taught online to any participating student in a developing country, Fall 2004.
- “The Mid-Atlantic Direct Marketing Conference” (5 days) York, Pennsylvania, February 20-23, 2002. About 350 producers and marketers will attend the meeting. The objective of the program was to provide training to direct marketers in the area of complimentary enterprise, value added products, staff development, management techniques, emerging issues, agri-tainment and gadgets.
- “The Mid-Atlantic Direct Marketing Conference” (5 days) Virginia Beach, Virginia, February 19-21, 2001. About 350 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of community relations, customer service and image, planning business, food safety, labor management, retirement planning, liability insurance, advertising and e-commerce.
- “The Mid-Atlantic Direct Marketing Conference” (5 days) Parsippany, New Jersey, February 23-27, 2000. About 250 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of food safety, agritourism, insurance and liability, product display innovation and technology, understanding traffic flow, developing a garden center, web marketing, and farmers market.
- “The Mid-Atlantic Direct Marketing Conference” (4 days) Ocean City, Maryland, February 17-19, 1999. About 275 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of value added agriculture, direct marketing, innovative marketing, customer service, labor management, computer technology for

marketing, and rules and regulations about marketing.

- “1998 New Jersey Farmers Direct Marketing Conference” (1 day) Cook College Campus Center, New Brunswick, November 9, 1998. About 40 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of expanding your market/market makeovers, marketing on the internet, selling ethnic produce, insect control around the farm market, worker protection standards, tax code changes, right to farm issues, and marketing field grown cut flowers.
- “Positioning Yourself in Tomorrow’s Marketplace” for the Mid-Atlantic Direct Marketing Conference (4 days) Lancaster, Pennsylvania, February 17-20, 1998. About 300 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in value added agriculture, direct marketing, innovative marketing, customer service, labor management, computer technology for marketing, and rules and regulations about marketing.
- “1997 New Jersey Farmers Direct Marketing Conference” (1 day) Quality Inn, Somerset, November 5, 1997. About 65 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of value added agriculture, direct marketing, innovative marketing, customer service, labor management, computer technology for marketing, and rules and regulations about marketing.
- “Connections” for the 1997 Mid-Atlantic Direct Marketing Conference (4 days) held at Dover, DE, February 5-8, 1997. About 250 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of value added agriculture, direct marketing, innovative marketing, customer service, labor management, computer technology for marketing, and rules and regulations about marketing.
- “The XIIIth International Symposium on Horticultural Economics” (6 days) held at Cook College, Rutgers University, August 4-9, 1996. About 100 scientists attended the meeting from all over the world. The objective of the program is to share the marketing research from around the world.
- “A Field of Opportunities” for the 1996 Direct Marketing Conference (1 day) held at Cook College, Rutgers University, March 1, 1996. About 35 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of value added agriculture, direct marketing, innovative marketing, customer service, labor management, computer technology for marketing, and rules and regulations about marketing.
- “Innovative Marketing: New Places, New Faces, New Ideas” for the 1996 Mid-Atlantic Direct Marketing Conference (4 days) held at Fredericksburg, VA, February 7-10, 1996. About 325 producers and marketers attended the meeting. The objective of the program was to provide training to direct marketers in the area of value added agriculture, direct marketing, innovative marketing, customer service, computer technology for marketing, and rules about marketing.

DEVELOPMENT OF MEDIA MATERIALS

- “Development of Marketing Web Page” as a part of Rutgers Cooperative Extension World-Wide-

Web page and Department of Agricultural, Food and Resource Economics page at the Internet addresses <http://www.rce.rutgers.edu/ag/agmarketing/index.htm> and <http://www.cook.rutgers.edu/~agecon/agmkt.htm>. The marketing web page provides a list of News Briefs, Certified Transitional Organic Farms and research reports on marketing.

UNDERGRADUATE STUDENT SUPERVISED

- David Brandt, Independent Study, 3 credits, Biotechnology, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Michael Buccarelli, Independent Study, 3 credits, Environmental and Business Economics, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Cheyenne Cohen, Independent Study, 3 credits, Environmental and Business Economics, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Kenneth Ternlund, Independent Study, 3 credits, Environmental and Business Economics, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Anthony Larocca, Independent Study, 3 credits, Environmental and Business Economics, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Charles Leson, Independent Study, 3 credits, Environmental and Business Economics, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Hong Lin, Independent Study, 3 credits, Environmental and Business Economics, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Gianna Mazella, Independent Study, 3 credits, Environmental and Business Economics, Lentil Supply Chain Management, NJ and Sri Lanka, Summer 2010.
- Christopher Kent, Cooperative Education Study, 3 credits, Environmental and Business Economics, Warehouse Intern, The Mobile Solution, NJ, Fall 2008.
- James Messina, Cooperative Education Study, 3 credits, Environmental and Business Economics, Warehouse Intern, International Flavors & Fragrances, Inc., NJ, Summer 2008.
- Stefano Siboni, Cooperative Education Study, 6 credits, Environmental and Business Economics, Warehouse Intern, High Quality H2O, NJ, Spring 2008.
- Ameeta Singh, Independent Study, 2 credits, Environmental and Business Economics, Intern, Department of Agricultural, Food and Resource Economics, Spring 2008.
- Brian Reed, Independent Study, 2 credits, Environmental and Business Economics, Intern, Department of Agricultural, Food and Resource Economics, Summer 2007.
- Justin Daloia, Cooperative Education Study, 3 credits, Environmental and Business Economics, Intern, Department of Agricultural, Food and Resource Economics, Spring 2006.

- Anthony Cambria, Cooperative Education Study, 3 credits, Environmental and Business Economics, Intern, Department of Agricultural, Food and Resource Economics, Fall 2005.
- Joseph Felix, Cooperative Education Study, 3 credits, Environmental and Business Economics, Office of Automation Intern, Picatinny Center for Contracting and Commerce, NJ, Summer 2005.
- Leazar Lopez, Cooperative Education Study, 3 credits, Environmental and Business Economics, Warehouse Intern, Atlanta Corporation, NJ, Fall 2004.
- Anicham Kumarasamy, “Who uses Food Advertisement Brochures” Summer Intern from MIT, Boston, Summer 2004.
- Pavai Soundararajan, “Consumer Food Shopping Behavior” 11th grade High School Student, South Brunswick High School, New Jersey, Summer 2004.
- Theresa Smith, Cooperative Education Study, 6 credits, Environmental and Business Economics, Benefit Services Intern, Johnson and Johnson, NJ, Spring 2004.
- Haemi Jung, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Assistant, Youth Marketing International, NJ, Fall 2003.
- Mukti Patel, Cooperative Education Study, 6 credits, Environmental and Business Economics, Marketing Assistant, Junior Achievement of New Jersey, NJ, Fall 2003.
- Sharmila Nadkarni, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Assistant, Eat Your Heart Out, NJ, Fall 2003.
- Krishan Tailar, Cooperative Education Study, 6 credits, Environmental and Business Economics, Assistant, Rutgers Computing Services, NJ, Fall 2003.
- Philip Simon, Cooperative Education Study, 3 credits, Environmental and Business Economics, Dental Marketing Intern, Henry Schein Espana, S.A., Summer 2003.
- James A. McFetridge, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Assistant, BF Molz, NJ, Summer 2003.
- Henry Chukuka, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Assistant, Atlanta Corporation, NJ, Summer 2003.
- April Simone, Cooperative Education Study, 6 credits, Environmental and Business Economics, Marketing Assistant, Carole Hochman, NJ, Summer 2003.
- Magdalena Zamorska, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Assistant, Atlanta Corporation, NJ, Summer 2003.
- Theresa Smith, Cooperative Education Study, 6 credits, Environmental and Business Economics, Marketing Assistant, Alpine Lawn and Tree Care, NJ, Summer 2003.

- Kelly Marino, Cooperative Education Study, 3 credits, Environmental and Business Economics, Sales Associate, Nine West, NJ, Spring 2003.
- Christopher Pires, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Assistant, Gazelle Group, NJ, Fall 2002.
- Michael Merizio, Cooperative Education Study, 3 credits, Environmental and Business Economics, Manager, Health Products Research, Inc., New Brunswick, NJ, Summer 2002.
- Robert Bernisky, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Representative, Alpine Lawn and Tree Care, New Brunswick, NJ, Summer 2002.
- Erwin Villaroman, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Purchasing/Technical Agent, Allee, King, Rosen and Fleming, Inc., Spring 2002.
- Rich Winner, Cooperative Education Study, 6 credits, Environmental and Business Economics, Marketing Assistant, Cendant Corporation, NJ, Summer 2002.
- Joanne M. Correnti, Cooperative Education Study, 3 credits, Environmental and Business Economics, Claims Representative, Parkway Insurance, New Brunswick, NJ, Spring 2002.
- Alice Shussler, Advisor for George H. Cook Scholar Program for 2002 candidates. Supervise project on “Evaluating Consumer Preferences for Organic Foods in New Jersey” 2002.
- Erwin Villaroman, Cooperative Education Study, 3 credits, Environmental and Business Economics, Marketing Director, Targum Publishing Company, New Brunswick, NJ, Fall 2001.
- Kevin Chin Cooperative Education Study, 3 credits, Environmental and Business Economics, Intern at Morgan Stanley Dean Witter, Summer/Fall 2001.
- Ramin Weaver, Independent study, 3 credits, Environmental and Business Economics, Marketing Research, Spring 2001.
- Robert McFetridge, Cooperative Education study, 6 credits, Environmental and Business Economics, Intern at Express Personnel Services, Fall 2000/Spring 2001.
- Tamika Tolbert, Agricultural Economics, Fort Valley State University, Summer Intern Program through Rutgers University, Summer 1998.

PRIMARY MASTER’S THESIS ADVISOR

- Tianxin Wu, Department of Agricultural, Food and Resource Economics, “Organic Produce marketing opportunities in the mid-Atlantic region”, (Fall, 2017).
- Chen Yue, Department of Agricultural, Food and Resource Economics, “Super-Core Wine

Consumers: A Study from the Mid-Atlantic United States”, (Spring, 2017)

- Jingkun Zhuang, Department of Agricultural, Food and Resource Economics, “Wine Marketing”, (Fall, 2016).
- Michael Lamantia, Department of Agricultural, Food and Resource Economics, “Organic Produce Marketing”, (Fall, 2016).
- Yu Tzu, Liu, Department of Agricultural, Food and Resource Economics, “An Assessment of Consumer Preference for Direct-to-Consumer Market Outlets in the Mid-Atlantic Region”, (Spring, 2015).
- Xinling Yu, Department of Agricultural, Food and Resource Economics, “Willingness-to-pay for Ethnic Greens and Herbs: An Econometric Analysis”, (Fall, 2013).
- Sho Islam, Department of Agricultural, Food and Resource Economics, “Consumer Demand for Organic Aquaculture”, (Spring, 2006).
- Aparna Nemana, Department of Agricultural, Food and Resource Economics, “Ethnic Produce Marketing”, (Fall, 2005).
- Mark DeCongelio, Department of Agricultural, Food and Resource Economics, “Marketing of Organic Produce: Producer and Consumer Perceptions”, (May, 2001).
- Marta Zurbruggen, Department of Agricultural, Food and Resource Economics, “Efficiency of Farmers Markets: Producer Characteristics and Consumer Attitudes”, (May, 2000).
- Aruna Pingali, Department of Agricultural, Food and Resource Economics, “Evaluation of the Jersey Fresh Program: Awareness and Participation”, (October, 1997).
- John Italia, Department of Agricultural, Food and Resource Economics, “Consumer Preference for Integrated Pest Management Produce”, (October, 1997).

DOCTORAL THESIS COMMITTEE MEMBER

- Bathmanaban, D., University of Madras, Department of Economics, Coimbatore, India, “Infrastructure development and livelihood of Tribals with special reference to Kolli hills in tamil nadu.” External Examiner, March 2017.
- Bathmanaban, D., University of Madras, Department of Economics, Coimbatore, India, “Infrastructure development and livelihood of Tribals with special reference to Kolli hills in tamil nadu.” External Examiner, March 2017.
- Muthu, G., Periyar University, Department of Economics, Coimbatore, India, Tile “Impact of Push and Pull Factors of Migration on Agricultural Workers in Dharamapuri District, Tamil Nadu-An Economic Study.” External Examiner, April 2017.
- Krishna Kumar, S., Periyar University, Department of Economics, Coimbatore, India, Tile “Noise

and Residential Property Value: A Hedonic Pricing Approach.” External Examiner, August 2016.

- Ramesh Kumar, M., Periyar University, Department of Economics, Coimbatore, India, Title “Utilization of Medicinal Plants and the Health Status of Tribal Stakeholders in Kolli Hills.” External Examiner, November, 2015.
- Karuna Miraclyn Stephen, Avinashilingam University for Women, Coimbatore, India, Title “Performance of Micro-Enterprises Promoted by NGOs for the Women in Tamil Nadu and Uttarakhand States.” External Examiner, March, 2015.
- Kayalvizhi, V, Avinashilingam University for Women, Coimbatore, India, Title “Stress Assessment and Management Among Rural and Urban Fisherwomen in Puducherry.” External Examiner, February, 2015.
- Kalaivani, P, Avinashilingam University for Women, Coimbatore, India, Title “Developing a Model on Public Private Partnership for Gender Mainstreaming in Agriculture” External Examiner, July, 2013.
- Raman, L.S., Madras University, Chennai, India, Title “Research Investigation On Herbal Agronomy As An Application Of Herbal Science In The Area Of Cultivation Of Medicinal Plants-Interdisciplinary Studies On Improved Cultivation Of Turmeric Curcuma Longa (Zingiberacea) And Field Studies On Cultivation Of Amla Emblica Officinalis, (Euphorbiacea) As A Medicinal Plantation In The Coastal Districts Of Tamil Nadu State.” External Examiner, April, 2013.
- Sisiliya, P, Avinashilingam University for Women, Coimbatore, India, Title “Efficacy Of Instructional Methods And Materials Prepared And Used In The Selected Schools Of Manipur State” External Examiner, March, 2013.
- Meena, M, Avinashilingam University for Women, Coimbatore, India, Title “Rural Labour Out-Migration In Theni District: Determinants And Economic Impact Among Migrant Workers In Cardamom Estates” External Examiner, June, 2012.
- Samuel Belicka, Doctor of Philosophy, School of Economics and Finance, Victoria University, Melbourne City, Australia, Title “Trade Patterns and Determinants in selected Trade Deficit Categories in Australia: 1990 - 2006”, External Examiner, July, 2010.
- Jeya Sekhar, N., Vinayaga Missions University, Salem, Tamil Nadu, India, "Mathematical Models in Consumption Analysis", External Examiner, December 2009.
- Christal Pappa, C., Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, India, Title “ An Analytical Study of Marketing Banana Produced in Kanyakumari District”, External Examiner, December, 2009.
- Swetha Prasad, Avinashilingam University for Women, Coimbatore, India, Title “Empowerment Traits Gained by the Rural Women through Training in Agro-Based Enterprises.” External Examiner, February, 2009.

- Blaakrishnan, V., Madhurai Kamaraj University, Madurai, India, Title “ An Economic study of Cardamom Plantation in Idukki District, Kerala”, External Examiner, December, 2008.
- Jumpoth Boriraj, Victoria University, Australia, Title “Analyzing and Modeling International Trade Patterns of the Australian Wine Industry in the World Wine Market”, External Examiner, November 2008.
- Santhanalakshmi, S., Avinashilingam Institute for Home Sciences and Higher Education for women (Deemed University), Coimbatore, India, Title “ Economics of Crime: A Comparative Analysis of the Socio-Economic Conditions of Convicted Female and Male Criminality in Selected Prisons in Tamil Nadu”, External Examiner, September, 2008.
- R. Jansi Rani, Ph.D. in Economics, Avinashilingam Institute for Home Science and Higher Education for Women – Deemed University, Coimbatore, India, Title “Entrepreneurship as a strategy for empowerment of women – An Appraisal”, External Examiner, April 2005.
- S. Balakrishnan, Ph.D. in Economics, Manonmaniam Sundaranar University, Tirunelveli, India, Title “The Role of Institutional Finances in Agriculture: A Study of Three Developmental Blocks in Chidambaranar District”, External Examiner, April 2004.
- P. Balamirtham, Ph.D. in Economics, Manonmaniam Sundaranar University, Tirunelveli, India, Title “Growth, Instability and Supply Response of banana in Kanyakumari District”, External Examiner, August 2003.
- T. Ananda Veda, Ph.D. in Economics, Manonmaniam Sundaranar University, Tirunelveli, India, Title “A Study on the Jawahar Rozgar Yojana on the Alleviation of Poverty Among Weaker Section in Chidambaranar District of Tamil Nadu”, External Examiner, December 2003.
- D. Umamageshwari, Ph.D. in Economics, Bharathiar University, Coimbatore, India, Title “A Study on Efficiency in Groundnut Production in Erode District: A Frontier Production Function Approach”, External Examiner, August 2002.
- Saravana Durai, Ph.D. in Economics, Bharathiar University, Coimbatore, India, Title “An Economic Analysis of Production and Marketing of Selected Spices in Erode District”, External Examiner, December, 2001.
- Ben-Paul Gutierrez, Doctor of Business Administration, Victoria University of Technology, Melbourne City, Australia, Title “The Dynamics of Brand Choice Behavior in Selected Personal Care Products in Urban Philippines”, External Examiner, February, 1998.

MASTER’S THESIS COMMITTEE MEMBER

- Ganesh Thapa, Department of aquaculture and Fisheries, University of Arkansas “Study in Consumer Preferences of Fish in Ethnic Market of Northeastern America”, Summer, 2009.
- Caiping Zhang, Thesis Title “Measuring the Impact of Bio-safety Regulations on Consumer Acceptance of GM Food in China” Department of Agricultural, Food and Resource Economics, Summer 2004.

- Danmeng Ma, Thesis Title “Pesticide Usage and Producer Behavior in China” Department of Agricultural, Food and Resource Economics, Fall 2001.
- Jebaraj Asirvatham, Thesis Title “Analysis of the Economic Impact of Vertical Coordination” Department of Agricultural, Food and Resource Economics, 2001.
- Jim Lechner, Thesis Title “Goat Meat Production and Marketing” Department of Animal Science, 2001.
- Ann Courtmanche, Thesis Title “The Importance of Intellectual Property Rights in the International Spread of Private Sector Agricultural Biotechnology” Department of Agricultural, Food and Resource Economics, 2000.
- Joe Robles, Thesis Title “Supply Chain Model of Nutraceutical Marketing” Department of Agricultural, Food and Resource Economics, 1998.
- Michael Keith Price, Thesis Title “Sustaining the Atlantic Sea-Scallop Fishery: Viability in a Restricted Industry” Department of Agricultural, Food and Resource Economics, 1998.
- Joao Carlos Dos Santos, Thesis Title “Managing Urbanization in the Southern Coastal Plain Region on New Jersey: Integrating Landscape Ecology and Economics” Department of Agricultural, Food and Resource Economics, 1998.
- Lee Rosenzweig, Thesis Title “Impact of Socio-Demographic Factors and Diet-Health Knowledge on Food Consumption of Americans” Department of Agricultural, Food and Resource Economics, 1997.
- Keith I. Friedman, Thesis Title “Motivation for Right to Farm Protection: A Political-Economic Analysis Using Logit Models” Department of Agricultural, Food and Resource Economics, 1997.
- Songqin Jin, Thesis Title “Determinants of Agricultural Research Funding in China” Department of Agricultural, Food and Resource Economics, 1997.
- Cassandra Logan, Thesis Title “The Influence to Urban Centers on Land Values: A Re-examination of the Evidence” Department of Agricultural, Food and Resource Economics, 1997.
- Tara Wall, Thesis Title “Effects of Socio-Demographic and Health Knowledge Factors on Consumption of Selected Food Nutrients: For Specific Population Sub-groups in the U.S.” Department of Agricultural, Food and Resource Economics, 1996.

POST-DOCTORAL TRAINEES SUPERVISED:

- Surendran Arumugam, Department of Agricultural, Food and Resource Economics, Rutgers University, 2012-Present.
- Jing Zhang, Visiting Scholar, Renmin University of China, Beijing, at Food and Resource Economics, Rutgers University, 2012-2013.

- Venkata S. Puduri, Food Policy Institute/Department of Agricultural, Food and Resource Economics, Rutgers University, 2004-2012.
- Anoma Ariyawardana, Fulbright Scholar, Food and Resource Economics, Rutgers University, August 2008 – February 2009.
- Benjamin Onyango, Food Policy Institute, Rutgers University, 2004-2006.
- Ananada Weliwita, Department of Agricultural, Food and Resource Economics, Rutgers University, Supervision from September 1995 to May 1997.

INSTRUCTIONAL DEVELOPMENT

- Participated in “The Art and Craft of Case Writing” Sponsored by the Harvard University Business School Publishing, Boston, June 18-19, 2004.
- Participated in “Case Method of Teaching Seminar” Sponsored by the Harvard University Business School Publishing, Boston, April 2004.
- Participated in “A Web Page” held in Conjunction with the 2000 Mid-Atlantic Direct Marketing Conference, February 24, 2000, Parsippany, New Jersey.
- Participated in “Your Business on the Internet Workshop” held in Conjunction with the 1999 Mid-Atlantic Direct Marketing Conference, February 17, 1999, Ocean City, Maryland.
- Participated in “Opportunities for Subscription Farming Workshop” held in Conjunction with the 1998 Mid-Atlantic Direct Marketing Conference, February 17, 1998, Lancaster, Pennsylvania.
- Participated in “Changes for 2001 Workshop” held in Conjunction with the 1997 Mid-Atlantic Direct Marketing Conference, February 5, 1997, Dover, Delaware.
- Participated in “Customers to Build Sales Workshop” held in Conjunction with the 1997 Mid-Atlantic Direct Marketing Conference, February 5, 1997, Dover, Delaware.
- Participated in “Management Self-Audit & Business Planning Workshop” held in Conjunction with the Mid-Atlantic Direct Marketing Conference, February 7, 1996, Fredericksburg, Virginia.
- Participated in “Dried Flower and Herb Wreath Workshop” held in Conjunction with the 1996 Mid-Atlantic Direct Marketing Conference, February 7, 1996, Fredericksburg, Virginia.
- Participated in the May, 1995 Video Conference Training “A User's Guide to the Internet and the National Extension Water Quality Database” conducted by the Purdue University Cooperative Extension Service.

EXTERNAL GRANTS

- Project: A Production System for High Value Crops at Risk from Downy Mildew that Integrates Detection, Breeding, Extension, and Education
 Source: United states Department of Agriculture (USDA) – Food Security Program
 Amount: \$3,930,000
 Duration: Jan 2016 to Dec 2019
 Role: Co-Principal Investigator with Mary Hausbeck at MSU
- Project: Ultra-Niche Crops for the Progressive New Farmer
 Source: United states Department of Agriculture – NIFA (USDA) Beginning Farmer and Rancher Development Program
 Amount: \$460,170
 Duration: Sep 2015 to Aug 2018
 Role: Co-Principal Investigator with Jenny Carleo
- Project: Assessment of Organic Product Marketing Opportunities in the Mid-Atlantic Region of USA
 Source: United states Department of Agriculture (USDA)
 Amount: \$99,803
 Duration: Oct 2015 to Oct 2017
 Role: Principal Investigator
- Project: Improving Nutrition and Income of Smallholder Farmers in Eastern Africa using a Market Driven Approach to Enhance Value Chain Production of African Indigenous Vegetables
 Source: UC Davis Horticulture Innovation Lad, USAID
 Amount: \$ 2,000,000
 Duration: Jan 2015 to Jul 2019.
 Role: Co-Principal Investigator with Jim Simon.
- Project: Strategies for Improving the U.S. Responses to Fusarium, Downey Mildew and Chilling Injury in Production of Sweet Basil.
 Source: USDA – CSREES, Specialty Crop Research Initiative.
 Amount: \$ 2,000,000
 Duration: Oct 2011 to Dec 2015.
 Role: Co-Principal Investigator with Jim Simon.
- Project: Excellence in Higher Education for Liberian Development (EHELD)
 Source: USAID
 Amount: \$ 3,900,000
 Duration: Jan 2011 to Jul 2015.
 Role: Co-Principal Investigator with Jim Simon.
- Project: Sustainable Production of Specialty Horticultural Crops in Ghana for Income Generation and Increased Export Value
 Source: Horticultural Collaborative Research Support Program, USAID
 Amount: \$150,000
 Duration: Feb 2010 to January 2011

- Role: Co-Principal Investigator with Jim Simon
- Project: Sustainable Development of Horticultural Crops in Zambia for Food Security, Income Generation and in Support of the Tourism Industry
 Source: Horticultural Collaborative Research Support Program, USAID
 Amount: \$100,000
 Duration: Feb 2010 to January 2011
 Role: Co-Principal Investigator with Jim Simon
 - Project: Locally Grown Ethnic Greens and Herbs: Demand Assessments and Production Opportunities for East Coast Farmers
 Source: CSREES-USDA
 Amount: \$1,503,225
 Duration: 2009- 2014
 Role: Principal Investigator
 - Project: Integrating Teaching, Research and Extension in the Supply Chain of the Lentil Industry
 Source: International Science and Education Grant-USDA
 Amount: \$150,000
 Duration: 2009- 2011
 Role: Principal Investigator
 - Project: A Demand Driven Assessment of Farmer-to-Consumer Direct Marketing and Agri-Tourism Industry in the Mid-Atlantic United States
 Source: Federal-State Marketing Improvement Program, AMS-USDA
 Amount: \$89,000
 Duration: 2009-2012
 Role: Principal Investigator
 - Project: MCC Namibia Natural Products US Study Tour
 Source: Foreign Agricultural Service, USDA
 Amount: \$21,981
 Duration: Sep 2009
 Role: Co-Principal Investigator with Jim Simon
 - Project: PFID Natural Product Project for Southern Africa
 Source: USAID-Regional Center for Southern Africa, Rural Livelihood Diversified
 Amount: \$400,000
 Duration: Jan 2008- Sep 2008
 Role: Co-Principal Investigator with Jim Simon
 - Project: Partnership for Food Industry Development (PFID) Natural Product Project for Southern Africa
 Source: USAID-Regional Center for Southern Africa, Rural Livelihood Diversified
 Amount: \$16 million
 Duration: 2006-2008

- Project: Appropriate Germplasm for Southern Africa
 Source: USAID-International Institute of Tropical Agriculture
 Amount: \$675,000
 Duration: 2006-2007
 Role: Co-Principal Investigator with James E Simon
- Project: Consumer Analysis and Business Network Development for Ethnic Live Seafood Markets in the Northeastern Region
 Source: Agricultural Marketing Service-USDA
 Amount: \$114,989
 Duration: 2005-2008
 Role: Co-Principal Investigator with Joseph Myers
- Project: Non-Traditional Germplasm for Southern Africa
 Source: USAID-Human Educational Development
 Amount: \$790,000
 Duration: 2005-2007
 Role: Co-Principal Investigator with James E Simon
- Project: Madagascar Market and Trade Development
 Source: Chemonics International Inc
 Amount: \$120,000
 Duration: 2005-2007
 Role: Collaborator with James E Simon
- Project: World Crops: Opportunities Created by Ethnically Diverse Communities and Threats to Successful Marketing of Ethnic Crops
 Source: USDA-National Research Initiative
 Amount: \$450,000
 Duration: 2005-2008
 Role: Principal Investigator
- Project: VIRTUAL COLLABORATORY for Food, Nutrition, & Business Information
 Source: USDA
 Amount: \$104,000
 Duration: 2005-2008
 Role: Collaborator with Geetha Ghai
- Project: Partnership for Food Industry Development – Natural Products (PFID/NP)
 Source: USAID
 Amount: \$25 million
 Duration: 2004-2009
 Role: Co-Principal Investigator with James E Simon
- Project: Demand for Organic Aquaculture in the United States
 Source: Agricultural Marketing Service-USDA
 Amount: \$120,000

- Duration: 2004-2007
Role: Principal Investigator
- Project: Demographics and the Marketing of Ethnic Produce Marketing in the Mid-Atlantic States
 Source: Agricultural Marketing Service-USDA
 Amount: \$160,000
 Duration: 2004-2006
 Role: Principal Investigator
 - Project: Consumer Acceptance of Genetically Modified Foods
 Source: USDA
 Amount: \$12 million
 Duration: 2002-2005
 Role: Collaborating Investigator with William Hallman
 - Project: Development and Implementation of Reduced-Risk Pest Management Strategies for Blueberries
 Source: USDA
 Amount: \$998,990
 Duration: 2002-2006
 Role: Co-Principal Investigator with Sridhar Polavarappu
 - Project: The Economic Impact of the Jersey Fresh State Marketing Program
 Source: Agricultural Marketing Service-USDA
 Amount: \$76,000
 Duration: 2002-2005
 Role: Principal Investigator
 - Project: Heirloom and Specialty Vegetable Food Product Development to Enhance the Value of New Jersey Agriculture
 Source: New Jersey Department of Agriculture
 Amount: \$95,000
 Duration: 2001-2002
 Role: Collaborator with T Orton
 - Project: Economics of the Food Away From Home Market: An Analysis of Consumer Behavior and Market Organizations
 Source: USDA
 Amount: \$52,000
 Duration: 2001-2002
 Role: Co-Principal Investigator with S Bhuyan
 - Project: Evaluating the New Jersey Turfgrass Market
 Source: NJ Turf Grass Industry and NJAES
 Amount: \$119,306
 Duration: 2000-2001
 Role: Principal Investigator

- Project: A Cooperative Approach to the Development, Production and Marketing of a Value -Added Blueberry Product

Source: Rural Business-Cooperative Services, USDA

Amount: \$94,445

Duration: 1998-2001

Role: Participating Investigator with AO Adelaja
- Project: Integration of Behavioral, Biological and Reduced Risk Chemical Approaches into a Sustainable Pest Management Program for Cranberries

Source: Northeast Sustainable Agricultural Research and Education Program, USDA and New Jersey Agricultural Experiment Station

Amount: \$143,179

Duration: 1998-2001

Role: Cooperator with S Polavarapu
- Project: Marketing of Organic Produce in the Northeastern US and Implications for Small Farms

Source: Agricultural Marketing Service, USDA

Amount: \$85,300

Duration: 1998-2000

Role: Principal Investigator
- Project: Farmer-owned Fruits and Vegetable Cooperatives in the Northeast: An Examination of Performance as Related to Grower Attitudes and Perceptions

Source: Rural Business-Cooperative Services, USDA

Amount: \$93,970

Duration: 1998-2000

Role: Co-Principal Investigator with S Bhuyan
- Project: Market Demand for Nutraceutical Products

Source: Agricultural Marketing Service, USDA

Amount: \$55,000

Duration: 1997-1998

Role: Co-Principal Investigator with AO Adelaja
- Project: Conduct an Assessment, Education, and Experimentation in Order to Gain Sufficient Understanding of Farmers' Market Operations: A Coalition Approach

Source: Agricultural Marketing Service, USDA

Amount: \$48,369

Duration: 1996-1999

Role: Principal Investigator
- Project: Enhancing the Market for Nutraceuticals in the Mid-Atlantic Region

Source: Agricultural Marketing Service, USDA

Amount: \$49,975

Duration: 1996-1997

Role: Co-Principal Investigator with AO Adelaja

- Project: Marketing Strategies for IPM Grown Vegetables
 Source: Northeast Regional Center for Rural Development, Pennsylvania
 Amount: \$500
 Duration: 1996
 Role: Principal Investigator
- Project: New Jersey Direct Marketing Conference
 Source: New Jersey Farmers' Direct Marketing Association
 Amount: \$752
 Duration: 1996
 Role: Principal Investigator
- Project: Evaluation of the Jersey Fresh Program: Logos and Participation Rate
 Source: Agricultural Marketing Service - USDA
 Amount: \$45,000
 Duration: 1995-1998
 Role: Principal Investigator
- Project: New Jersey Food Industry Conference: New Jersey Farms Commission
 Implementation Project
 Source: New Jersey Department of Agriculture, Trenton, New Jersey
 Amount: \$20,000
 Duration: 1995-1996
 Role: Co-Principal Investigator with AO Adelaja
- Project: Measurement of the Opportunity Costs of Alternative Practices to Manage
 Nitrate and Phosphorus Loadings into the Ground and Surface Water From Land
 Applications of Poultry litter
 Source: Water Resources Research Center, University of Arkansas
 Amount: \$15,000
 Duration: 1994-1995
 Role: Co-Principal Investigator with D Scott, M J Cochran
- Project: Use of Poultry Litter as Soil Amendment in Southern Row Crop Agriculture: A
 Feasibility Study Based on Agronomic Environmental & Economic Factors
 Source: Southern Region Sustainable Agriculture Research and Education Program
 Amount: \$100,000
 Duration: 1993-1994
 Role: Collaborator with D Miller, M J Cochran
- Project: A Spatial Equilibrium Model for Poultry Litter Management
 Source: Arkansas Rice Research Board
 Amount: \$10,375
 Duration: 1993-1994
 Role: Collaborator with M J Cochran

INTERNAL UNIVERSITY GRANTS

- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2015-16
 Role: Principal Investigator
- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2014-15
 Role: Principal Investigator
- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$10,000
 Duration: 2013-14
 Role: Principal Investigator
- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$10,000
 Duration: 2012-13
 Role: Principal Investigator
- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2011-12
 Role: Principal Investigator
- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2010-11
 Role: Principal Investigator
- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2009-19
 Role: Principal Investigator
- Project: Integrating International Curriculum in the SEBS “Global Marketing”
 Source: (11:373:402) Course Through a Study of Exporting Lentils to Sri Lanka.
 International Curriculum Development Initiative Award, School of

- Environmental and Biological Sciences.
- Amount: \$5,500
Duration: 2010-2011
Role: Principal Investigator
- Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2009-10
 Role: Principal Investigator
 - Project: Multistate Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2008-09
 Role: Principal Investigator
 - Project: Hatch Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2007-08
 Role: Principal Investigator
 - Project: Hatch Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2006-07
 Role: Principal Investigator
 - Project: Hatch Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$5,000
 Duration: 2005-06
 Role: Principal Investigator
 - Project: Hatch Project on Fruits and Vegetable Supply and Demand Analysis
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$3,000
 Duration: 2004-05
 Role: Principal Investigator
 - Project: A Cooperative Approach to Development
 Source: New Jersey Agricultural Experiment Station, Rutgers University
 Amount: \$500
 Duration: 1999-00
 Role: Co-Principal Investigator with S. Bhuyan
 - Project: Marketing Strategies for IPM Grown Fruits and Vegetables.

- Source: New Jersey Agricultural Experiment Station, Rutgers University
Amount: \$500
Duration: 1999-00
Role: Principal Investigator
- Project: Food Demand Nutrition and Consumer Behavior
Source: New Jersey Agricultural Experiment Station, Rutgers University
Amount: \$500
Duration: 1999-00
Role: Principal Investigator
 - Project: Marketing of Agricultural Commodities in the Northeast United States: Issues and Analysis
Source: New Jersey Agricultural Experiment Station, Rutgers University
Amount: \$200
Duration: 1998-99
Role: Principal Investigator
 - Project: Marketing Strategies for IPM Grown Fruits and Vegetables.
Source: New Jersey Agricultural Experiment Station, Rutgers University
Amount: \$200
Duration: 1998-99
Role: Principal Investigator
 - Project: Food Demand Nutrition and Consumer Behavior
Source: New Jersey Agricultural Experiment Station, Rutgers University
Amount: \$200
Duration: 1998-99
Role: Principal Investigator
 - Project: Marketing of Agricultural Commodities in the Northeast United States: Issues and Analysis
Source: New Jersey Agricultural Experiment Station, Rutgers University
Amount: \$300
Duration: 1997-98
Role: Principal Investigator
 - Project: Marketing of Agricultural Commodities in the Northeast United States
Source: New Jersey Agricultural Experiment Station, Rutgers University
Amount: \$300
Duration: 1996-97
Role: Principal Investigator
 - Project: Teaching Applied Econometrics, 16:030:506
Source: Cook College, Rutgers University
Amount: \$3,200
Duration: Spring 1996
Role: Instructor

HONORS AND AWARDS

- Rutgers Big Ten Academic Alliance (formerly the CIC) Department Executive Officers (DEO) Fellow for the 2016-17
- 2013 ARER Fellow, Northeastern Agricultural and Resource Economics Association.
- 2013 Northeast Extension Directors' Award of Excellence (Ethnic Produce Production and Marketing Working Group)
- **International Curriculum Development Award**, 2009, School of Environmental and Biological Sciences, Rutgers University, New Jersey
- **Team Award 2009**, Partnership for Sustainable Economic Growth in Africa through Natural Products Development, April 23, 2009
- Herbal African Teas, Produced and Marketed by Agribusiness in Sustainable Natural African Plant Products (ASNAPP) was selected as one of the best teas and featured in **Food & Wine Magazine**, January, 2007
- **Certification of appreciation** from the Cook College Cooperative Education Program, School of Environmental and Biological Sciences, Rutgers University, in 2002, 2006
- **First Prize Award for Sustainability**: ASNAPP-South Africa ASNAPP Receives the National Science and Technology Forum (NSTF) Award for 2004 in the Category: "A Not for Profit Organization over the last three years," 2005
- National Society – Food Distribution Research Society's **Patrick J Byrne Emerging Leadership Award**, United States, October 2004
- **Cook-New Jersey Agricultural Experiment Station Team Award**, Food Biotechnology Program at the Food Policy Institute, Rutgers University, May 2004
- **Honorable Mention Award**- MS Thesis Committee member of Michael Price, Northeast Agricultural Economics Association, May 1999
- Member-**Marquis Who's Who in the World**, New Providence, New Jersey, December 1999
- Member-**American Association for the Advancement of Science**, 1999
- **Research Excellence Award - Rutgers University - Cook College, 1998**
- **Member of Mu Sigma Rho-Academic Excellence** - National Statistical honor Fraternity, 1991
- **Member of Gamma Sigma Delta-Academic Excellence** - National Honor Society of Agriculture, 1990
- **Premium for Academic Excellence Award** - Iowa State University, 1987-88
- **Research Fellowship Award** - American Water Foundation, 1989-90
- Tamil Nadu Agricultural University **Merit Scholarship Award**, 1985-87
- **Won many First Prizes** on Nature conservation oriented competition. 1983-85

PROFESSIONAL SOCIETIES

- Northeastern Agricultural and Resource Economics Association, 1994-Present
- Food Distribution Research Society, 1997-Present
- American Agricultural Economics Association, 1988-2005
- Marquis Who's Who in the World, New Providence, New Jersey, December 1999
- American Association for the Advancement of Science, 1999
- Southern Agricultural Economics Association, 1994-98
- Western Economic Association International, 1994
- Indian Agricultural Economics Association, 1992
- American Economic Association, 1991

SERVICE/LEADERSHIP ACTIVITIES

Reviewer

- Reviewer, Report from the Rutgers Cooperative Factsheet/Bulletin, Rutgers University, New Brunswick, New Jersey, August 2010
- Reviewer, Report from the International Institute for Sustainable Development, Geneva, Switzerland, August 2010
- Reviewer, Proposals from the Maine Agricultural and Forest Experiment Station, Department of Applied Economics, University of Maine, 2010 and 2002
- Reviewer, Proposals for Small Business Innovation Research, United States Department of Agriculture, 1 in 2009; 1 in 2006; 1 in 2005; 1 in 2003; 2 in 2002 and 2 in 2001
- Reviewer, Proposals for Minnesota Agricultural Experiment Station, Department of Applied Economics, University of Minnesota, 1 in 2007 and 1 in 2002
- Reviewer, Proposal from the Ministry of Agriculture, Food and Rural Affairs New Directions Research Review, Ontario, Canada 2006
- Reviewer, Proposals for the National Research Initiative, Agricultural Prosperity for Small and Medium Sized Farms Program, USDA, 1 in 2006; 1 in 2005; and 3 in 2001
- Reviewer, American Agricultural Economics Association, Selected paper sessions for the Annual Meetings in 2006 and 2005
- Reviewer, Proposal from the Vermont Agricultural Experiment Station, University of Vermont, April 2000
- Reviewer, Report from the Henry A Wallace Institute For Alternative Agriculture, Maryland, 1999
- Reviewer, Proposal from the New Jersey Council of Farmers and Communities, January 1999
- Reviewer, papers for Northeast Resource and Agricultural Economics Association Annual Conference, 1997 and 1996
- Reviewer, papers for The XIIIth International Symposium on Horticultural Economics, Rutgers University, 1996
- Reviewer, proposal from the Idaho Board of Education, 1996
- Reviewer, publications from the Farm Foundation, August, 1995
- Reviewer, proposal from the Office of the Dean, University of Delaware, 1995

Professional Leadership

- Chair, S-1019 – Multi-State Hatch project entitled “Fruit and Vegetable Marketing Innovations and Demand Assessment,” United States Department of Agriculture, 2004-2008
- State Coordinator, Mid-Atlantic Direct Marketing Conference, 2002, 2001, 1999 through 1996
- Session Chair, Mid-Atlantic Direct Marketing Conference, 2001 through 1996
- Co-Chair, Mid-Atlantic Direct Marketing Conference, February 23-27, 2000, Parsippany, New Jersey
- Chair, Northeast Extension Marketing Work Group, Sponsored by the Farm Foundation and United States Department of Agriculture, 1997-99
- Chair, New Jersey Farmers Direct Marketing Conference held at the Quality Inn, November 5, 1997, Somerset, New Jersey
- Organizer, “Direct and Diversified Marketing: Issues and Analysis,” American Agricultural Economics Association Annual Meetings, July 27-30, 1997, Toronto, Canada
- Organizer, “Visit to Toronto Farmers’ Market,” In Conjunction with the American Agricultural Economics Association Annual Meetings, July 27-30, 1997, Toronto, Canada
- Chair, Subcommittee on Direct Marketing of Northeast Extension Marketing Work Group sponsored by the Farm Foundation and United States Department of Agriculture, 1996-97
- Vice Chair, Northeast Extension Marketing Work Group, Sponsored by the Farm Foundation and United States Department of Agriculture, 1996-97
- Chair, S-222 Multi-State Hatch, Regional Sub Committee on Direct Marketing Regional committee is on “Economic Issues Affecting the US Fruit and Vegetable Industry” October 1996
- Chair, New Jersey Direct Marketing Conference 1996, March 1, Cook College, Rutgers University, New Brunswick, New Jersey
- Chair, Potpourri session in Southern Agricultural Economics Association Conference, February 4-7, 1996, Greensboro, North Carolina

Professional Committee Memberships

- Member, International Program Committee, New Jersey Agricultural Experiment Station, School of Environmental and Biological Sciences, New Jersey, 2008-09
- Member, Outstanding MS Thesis Award Review Committee, Northeastern Agricultural and Resource Economics Association, March 2007

- Member, Applebaum Outstanding MS Thesis Award Review Committee, Food Distribution Research Society, in 1999 through 2004
- Member, Best Article Award Review Committee Member, Agricultural and Resource Economics Review, Northeast Agricultural Economics Association, in 2002, 2001 and 2000
- Advisory Member, Committee for the Comprehensive Analysis of the New Jersey Produce Marketing System, Cook College, Rutgers University, New Jersey, 2002
- Member, Tomato Advisory Committee, New Jersey Agricultural Experiment Station, Cook College, New Jersey, 2002
- Member, Summit Steering Committee, The Future of our Food and Farms, Pennsylvania, 1999-2000
- Technical Committee Member, Farmers Market Symposium, Organized by United States Department of Agriculture - Agricultural Marketing Service, July 1-2, 1998, Washington, DC
- Member, Stakeholder Technical Review Board, Regional Food Systems Education Web Site for the Mid-Atlantic Consortium, University of Delaware, 1998
- Advisory Committee Member, New Jersey Food Industry Summit, June 10, 1998, Rutgers University
- Member, Program Planning Committee, Mid-Atlantic Direct Marketing Committee, 1998 and 1997
- Technical Committee Member, DC 97-05, S-222, Fruit and Vegetable Supply Chain Management, Innovations and Competitiveness, 1998
- Member, Selected Papers and Symposium Committee of the Northeastern Agricultural and Resource Economics Association, 1996-97
- Member, Organizing Committee, The XIIIth International Symposium on Horticultural Economics, August 4-9, 1996, Rutgers University
- Member, Scientific Planning Committee, The XIIIth International Symposium on Horticultural Economics, August 4-9, 1996, Rutgers University
- Member, National Consortium to Facilitate Direct and Diversified Marketing Funded by CSREES, United States Department of Agriculture, 1995-97

Moderator

- Moderator, “Consumer Attitude and Willingness to Buy/Pay” Food Distribution Society Annual Meeting, Mystic, Broomfield, CO, November 1-4, 2009
- Moderator, “Production Economics and Farm Management” Northeastern Agricultural and Resource Economics Association Meetings, Annual Meeting, Mystic, Connecticut, June 11-14,

2006

- Moderator, “Produce Supply Issues and challenges” WCC-72, Annual Meeting, Las Vegas, June 19-21, 2005
- Moderator, Fruits and Vegetable session, The XIIIth International Symposium on Horticultural Economics, August 4-9, 1996, Cook College, Rutgers University

JOURNAL ARTICLE REVIEWER

- Aquaculture Economics and Management, 2009-1;
- Aquaculture Research, 2009-1;
- European Review of Agricultural Economics, 2004-2;
- International Journal of Agricultural Resources, Governance and Ecology, 2005-1;
- Agribusiness – An International Journal, 2002-2 articles, 2003-2;2004-2;2005-1;2006-1;2007-1;2008-2;.
- Journal of Agribusiness – 2006-1; 2008-1; 2010-1 article.
- Agricultural and Resource Economics – 2003 1 article;
- Choices – 2004 1 article; 2007-1;
- HortScience, 2000-2 article, 2001-1 article, 2005 1 article.
- Applied Economics, 2000-1 article.
- Journal of Hydrology, 2000-2 articles.
- Agricultural and Resource Economics Review, reviewed 1994-95, 3 articles, 1998, 1 article, 2000, 2 articles, 2001, 2 article; 2002 1 article; 2003 2 articles, 2004 1 article, 2006 -1 article; 2009 1 article.
- Journal of Food Distribution Research, 1997-8, 3; 1999, 3; 2000 3; 2002 1; 2003 1; 2005 2 article, 2006 – 1; 2007-1; 2008-1; 2009-1; 2010 2 articles.
- Journal of Agricultural and Resource Economics, 1999, reviewed 1 article
- Canadian Journal of Agricultural Economics, 1999 1 article, 2005 1 article.
- HortTechnology, 1999, reviewed 1 article; 2001 1; 2010-1 article.
- Human Ecology: An Interdisciplinary Journal, 1999, reviewed 1 article
- American Journal of Alternative Agriculture, 1999, 1 article, 2001, 1 article.
- The Review of Regional Studies, 1998, reviewed 1 article.
- Land Use Policy, 2009-1;
- Water Resources Bulletin, 1995-present, reviewed 5 articles.
- Southwestern Economic Review, reviewed 1994-95, 2 articles, 1998, 1 article, 1999, 1 article.
- Journal of Agricultural and Applied Economics 1994, reviewed 1 article.; 2002 1; 2005 1 article;
- Contemporary Economic Policy 1994, reviewed 2 articles.
- American Journal of Agricultural Economics 1994, 1997, reviewed 2 articles
- Agricultural Economics, 1993, reviewed 1 article; 2005 1 article.
- Agricultural Systems, 1992-93, reviewed 2 articles.
- North Central Journal of Agricultural Economics, 1992, reviewed 1 article.
- Production Agriculture, 1992, reviewed 1 article.

JOURNAL EDITORIAL BOARD

- KIIT Rural Business Review, 2009-present.
- The ICFAI Journal of Agricultural Economics, 2006-2011.
- International Journal of Economics and Business Studies, 2012-present.
- Guest Editor, Choices, 2006.
- Journal of Food Distribution Research, 1998-2005.
- Agricultural and Resource Economics Review, 1998-2005.

CONTRIBUTIONS TO THE COLLEGE/UNIVERSITY

- **Chair**, Department of Agricultural, Food and Resource Economics, Rutgers University, New Brunswick, New Jersey, July 2015-Present
- **Member**, Graduate Program and Research Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 1995-2007, 2009-Present.
- **Member**, Northeastern Agricultural and Resource Economics Association 2010 Planning Committee, Department of Agricultural, Food and Resource Economics, Rutgers University, New Brunswick, New Jersey
- **Member**, Nominating Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 2008-10
- **Member**, Extension Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 2008-09, 2006, 1995-2000
- **Member**, Mentoring Committee for Yanhong Jin, Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 2008-10
- **Member**, Nominating Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 2008-09
- **Member**, Search Committee for Research Associate – Biofuel Research, Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 2008
- **Chair**, Search Committee for Research Associate – Ethnic Produce Research, Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 2008
- **Member**, Search Committee for Associate/Full Professor, 1 in 2007, 1 in 2001, Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 2007
- **Associate Director**, New Use Agriculture and Natural Plant Products Program, 2005 to 2010
- **Associate Director of Research**, Food Policy Institute, Rutgers University, 2004 to 2010

- **Member**, Communications and Outreach Committee, Cook College, New Brunswick, NJ, 2004-2007
- **Advisor**, New Products Competition on “Grab-n-Go Greens,” Food Science Department, 2004
- **Member**, NJAES Program Enhancement Grant Program, Cook College, New Brunswick, NJ, 2003
- **Member**, Search Committee for Assistant Professor, 1 in 2002-03, 1 in 2000-01, 2 in 1996-97, Department of Extension Specialists/Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 2002-03
- **Member**, New Jersey Agricultural Industry Development Team Sponsored by Rutgers University, New Jersey Farm Bureau, and the New Jersey Department of Agriculture Identify the target areas for funding and research, 2002-2006
- **Planning Committee Member**, New Jersey Produce Marketing Study, Commissioned by New Jersey Agricultural Experiment Station, New Jersey Farm Bureau, and New Jersey Department of Agriculture, New Brunswick, NJ, 2002
- **Member**, Search Committee for Assistant/Associate/Full Professor – Business Economics, Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 2001-02
- **Co-Chair**, Seminar Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 2001
- **Member**, Mentoring Committee for Eliza Mojduszka, Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 2001
- **Rutgers University Faculty Marshall**, Office of the Secretary of the University, New Brunswick, NJ, 2000-2006
- **Member**, Search Committee for Program Associate, Department of Extension Specialists, Rutgers University, New Jersey, 2000
- **Rutgers University Resource Person** in Marketing, Office of Media Relations and Communications, College Avenue Campus, June 1999-present
- **Chair**, Seminar Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 1999-01
- **Member**, Strategic Planning and Advisory Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 1999-01
- **Member**, Research Team Awards Committee, New Jersey Agricultural Experiment Station Awards for Excellence in Research, Cook College, Rutgers University, New Jersey, March 1999
- **Contributor**, External Review of Department of Agricultural, Food and Resource Economics, Rutgers University, June 1999

- **Representative**, New Jersey Farmers Direct Marketing Association, at the 1999 State Agricultural Convention Program hosted by the New Jersey Agricultural Secretary, Atlantic City, New Jersey, February, 1999
- **Rutgers University Social Science Representative**, African Biodiversity Initiative, Monsanto-Rutgers Partnership Program, Cook College, 1998
- **Coordinator**, Comprehensive Exam for MS Students in Agricultural Economics, Department of Agricultural, Food and Resource Economics, 1997-98
- **Chair**, Extension Committee, reporting to faculty meeting of Department of Agricultural, Food and Resource Economics, 1997-98
- **Chair**, Program Associate II Search Committee, Department of Extension Specialists, Rutgers Cooperative Extension, Rutgers University, New Jersey, 1997
- **Rutgers University Representative**, Northeast Extension Marketing Work Group, Sponsored by the Farm Foundation and the United States Department of Agriculture, 1996-99
- **Rutgers University Representative**, S-222/S-1019, Multi-State Hatch, Regional Project, Economic Issues Affecting the US Fruit and Vegetable Industry, 1996-present
- **Rutgers University Representative**, S-278, Multi-State Hatch, Regional Project, Food Demand Nutrition and Consumer Behavior, 1996-present
- **Contributor**, News Source: Day Tripping, Rutgers News Service, Rutgers-The State University of New Jersey, 1996-present
- **Member**, Search Committee for Assistant Professor - Agribusiness and Food Finance, Department of Agricultural, Food and Resource Economics, Rutgers University, New Jersey, 1996-97
- **Member**, Tomato Initiative Steering Committee for Tomato Cooperative, Rutgers University, New Jersey, 1996
- **Member**, New Jersey Agricultural Marketing Council Sponsored by Rutgers University, New Jersey Farm Bureau, and the New Jersey Department of Agriculture Identify the target areas for funding and research, 1995-present
- **Member**- Economics Faculty Recruiting Committee, Iowa State University, Ames, Iowa, 1990-1992.
- **Member**-Co-ordination of Department Administration, Department of Economics, Iowa State University, Ames, Iowa, 1991-1992.
- **Senator**-Graduate Student Senate, Iowa State University, Ames, Iowa, 1990-1992.
- **Member**-Economics Council, Department of Economics, Iowa State University, Ames, Iowa, 1990-1992.

- **Member**-Budget Advisory Committee, Department of Economics, Iowa State University, Ames, Iowa, 1990-1992.

CONTRIBUTIONS TO SOCIETY AT LARGE

- **Presenter**, “Demographics of Organic Producers and Consumers in the Mid-Atlantic Region: Producer Profit Margins versus Consumer Willingness to Pay” New Managers Sustainability Immersion Training by Seeds of Change, Douglas College, Rutgers University, New Jersey, May 1-2, 2006
- **Advisor**, Cooperative Extension Service, University of Kentucky, College of Agriculture, Extension Agent for Family and Consumer Sciences, Montgomery County, Kentucky, 2004
- **Advisor**, International Food Policy Institute’s Open University program This course will be taught online to any participating student in a developing country, 2004
- **Resource Person** on Agro-terrorism Issues, Food Policy Institute, Presentation to Policy Makers, April 2004
- **Resource Person** on Farmers Markets, New Jersey Department of Agriculture, May 2003
- **Promoter**, “Reap New Profits: Marketing Strategies for Farmers and Ranchers,” Sustainable Agricultural Research and Education, USDA, February 2000
- **Supervisor**, University of California Extension, Center for Media and Independent Learning, Berkeley, California, November 1999
- **Advisor**, Educational Bus Tour-New Jersey Farmers Direct Marketing Association, New Jersey, August 1999
- **Guide**, Jones Middle School Student, Science Project, Columbus, Ohio, 1999
- **Advisor**, Cherry Grove Farm, Business opportunity partnership program, Samuel M Hamill Jr, Princeton, New Jersey, 1999
- **Member**, Search for Farmers for Farmers’ Markets, North Jersey Council of Farmers and Communities, New Jersey, 1998
- **Member**, Search for Farmers Team, Philadelphia Seasonal Farmers’ Market Program, Pennsylvania, 1997
- **Coordinator**, Distribution of Pick-Your-Own Farms in New Jersey, published by the New Jersey Department of Agriculture, Trenton, 1996-2002
- **Advisor**, New Jersey Farmer’s Direct Marketing Association, New Jersey, 1995-2002
- **Director**, New Jersey Farmer’s Direct Marketing Association, New Jersey, 1995-2002
- **Advisor**, North Jersey Farmer’s Market Council, New Jersey, 1995-2002
- **Advisor**, Northeast Organic Farming Association, New Jersey, 1995-2002
- **Member**, Bylaws Committee, North Jersey Farmer’s Market Council, New Jersey, 1995-2002
- **Advisor**, New Jersey Sod Growers Association, New Jersey, 1995-2002
- **President** - Economics Graduate Student Association, Iowa State University, Ames, Iowa, 1991-1992.
- **President**-World Wildlife (WWF) affiliated Nature Club, India, 1986.