

Jerrod Penn

Dept. of Agricultural Economics & Agribusiness, 221 Woodin Hall
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Employment

- January 2018-Present Assistant Professor
Dept. of Agricultural Economics & Agribusiness
Louisiana State University
- July 2017-Dec 2017 Post-Doctoral Scholar
Agricultural Economics, Univ. of Kentucky
- August 2010-June 2017 Graduate Research/Teaching Assistant
Agricultural Economics, Univ. of Kentucky
- Summer 2015 Research Intern, Economic Research Service
US Department of Agriculture, Washington DC
- Fall 2014 Lecturer, Agricultural, Environmental and
Development Economics, The Ohio State University
- Summer 2009/2010 Teaching Assistant/Research Intern, Food and
Resource Economics, Univ. of Florida

Education

- Ph.D., Agricultural Economics, 2017
University of Kentucky, Lexington, KY
Major Professor: Wuyang Hu Hu.1851@osu.edu
- MS, Agricultural Economics, 2013
University of Kentucky, Lexington, KY
- MS, Economics, University of Kentucky, Lexington, KY 2016
- BA, Economics (*Suma Cum Laude*), Political Science (*Cum Laude*) 2010
University of Florida, Gainesville, FL
 - Minor in Food and Resource Economics and Business Administration

Research Specialties

- Primary: Environmental and Resource Economics
 - Nonmarket Valuation, Policy and Management, and Recreation
- Secondary: Marketing and Consumer Economics
 - Sustainability and Food Marketing, Economic Issues within Entomology

Academic Awards

- 1st Place, Undergraduate Quiz Bowl Competition. Univ. of Kentucky Advisor/Coach, AAEA 2017, Chicago, IL (National).
- Endowed Doctoral Fellowship Award from the University of Kentucky Association of Emeriti Faculty, 2017, \$2,500 (University).
- 1st Place, Undergraduate Quiz Bowl Competition. Univ. of Kentucky Advisor/Coach, AAEA 2016, Boston, MA (National).
- Teaching, Learning and Communication Section's Graduate Teaching Award, AAEA 2015, San Francisco, CA (National).
- 2nd Place, Undergraduate Quiz Bowl Competition. Univ. of Kentucky Advisor/Coach, AAEA 2015, San Francisco, CA (National).
- Univ. of Kentucky Provost's Outstanding Teaching Assistant Award, 2015 (University).
- 2nd Place (UC-Davis 1st and MIT 3rd) in the United States Assoc. for Energy Economics (USAEE) 2014 Case Study Competition with M Lang, W Martin, D Nichols, and E Rutledge. New York City, NY (National).
- Travel Scholarships, AAEA and Univ. of Kentucky Graduate School, 2012-2016. \$1,870 cumulative.
- Daniel R. Reedy Quality Achievement Award, Univ. of Kentucky Graduate School 2012-13, 2013-14, & 2014-2015. \$9,000 cumulative (University).
- Academic Excellence Scholarship, Univ. of Kentucky Student Government, 2013, \$1,000 (University).
- Gamma Sigma Delta Outstanding Master's Student Award, Univ. of Kentucky College of Agriculture 2012 (College).
- 1st Place, Undergraduate Quiz Bowl Competition. Contestant, AAEA 2010, Denver, CO (National).
- 2nd Place, Undergraduate Quiz Bowl Competition. Contestant, SAEA 2010, Orlando, FL (Regional).
- 2nd Place Best Chapter, Univ. of Florida National Agri-Marketing Assoc. (NAMA) Team, 2010 NAMA Meeting in Kansas City, MO (National).

Peer-Reviewed Publications

*Advised students

1. **Penn J**, Hu W, and LJ Cox. The Effect of Forced Choice with Constant Choice Experiment Complexity. *Conditionally Accepted. Journal of Agricultural and Resource Economics*
2. **Penn J**, and W Hu. 2018. Understanding Hypothetical Bias: An Enhanced Meta-Analysis. *American Journal of Agricultural Economics*. 100(4): 1186-1206.
3. Zuo N, **Penn J**, and M Asgari. Teaching as a Graduate Student: A One-credit Teaching Module Case. *Accepted, NACTA Journal*.
4. **Penn J**, and HM Sandberg. Motivation, Preparation, and Attitudes of Agricultural and Resource Economics Master's Students. *Accepted, NACTA Journal*.
5. **Penn J**, Penn H, and W Hu. 2018. Public knowledge of monarch conservation in Kentucky. *Sustainability*. 10(3). [Available online](#).

6. Trull N*, **Penn J**, and W Hu. 2018. Public Support for Growth and Funding in Built Environments: Case of an Arboretum. *Journal of Housing and the Built Environment*. [Available Online](#).
7. Zhong H, Hu W and **J Penn**. 2018. Farmers' Willingness and Expected Economic Benefit to Adopt BMPs: An Application of Multivariate Imputation by Chained Equation Method. *Journal of Agricultural and Resource Economics*. 43(1): 78-102.
8. **Penn J**, and W Hu. 2018. Euthanizing Value of a Statistical Life: Monetizing Differences in Public Perception and Alternatives. *Applied Economics*. 50(16): 1824-1836.
9. **Penn J**, Penn H, Potter M, and W Hu. 2017. Bed Bugs and Hotels: Traveler Insights and Implications for the Industry. *American Entomologist*. 63(2): 79-88.
10. **Penn J**, and HM Sandberg. 2017. Agricultural and Resource Economics Ph.D. Students: Who are They and What Do They Want? *NACTA Journal*. 61(3): 184-188.
11. **Penn J**, W Hu, L Cox, and L Kozloff. 2016. Economic Implications of Non-Point Source Water Pollution in Hawaii Tourism. *Marine Resource Economics*. 31(1): 47-62.
12. Hu W, Qing P, **Penn J**, Pelton M, and A Pagaloulatos. 2015. Rider Preferences and Economic Values for Equestrian Trails. *Journal of Environmental Planning and Management*. 58(7): 1154-1172.
13. **Penn J**, Hu W, Cox L, and L Kozloff. 2014. Resident and Tourist Preferences for Stormwater Management Strategies in Oahu, Hawaii. *Ocean and Coastal Management*. 98(1): 79-85.
14. Hancock A*, **Penn J**, and W Hu. 2014. Augmenting Electricity Output of Ellipticals through Behavioral Change. *Sustainability: The Journal of Record*. 7(5): 255-261.
15. **Penn J**, Brown D, and L Maynard. 2014. The Economic Impact of Bed Bugs within the Hospitality Industry. *Consortium Journal of Hospitality & Tourism*. 19(1): 22-47.

Proceedings and Other Publications

- Potter M, **Penn J**, and W Hu. 2017. Bed Bugs, Hotels, and Travelers: Attitudes and Implications. Proceedings of the International Conference Urban Pests. Birmingham, UK.
- **Penn J**, Hu W, and M Potter. 2015. Disturbed! *Pest Control Technology*. November 2015 issue.

Working Papers and In-Progress

- **Penn J** and W Hu. Determinants of Cheap Talk Efficacy: A Meta-Analysis. *Revise and Resubmit*.
- **Penn J** and W Hu. The Extent of Hypothetical Bias in Willingness to Accept: Evidence from a Meta-analysis and Field Experiment. *Under Review*.
- Hu W, Sun S, **Penn JM**, and P Qing. "On Miscalculating t-Test Statistics and Welfare Measures in Choice Experiments with Effects Effects-Coded Variables." *Under Review*.

- **Penn J** and W Hu. Nudging against Hypothetical Bias by Defaulting to the Opt-Out in an Online Choice Experiment. *Under Review*.
- **Penn J** and W Hu. Making the Most of Cheap Talk in an Online Survey. *Working Paper Available*.
- **Penn J** and W Hu. The Presence of Hypothetical Bias within Spatial Decay and Charismatic Species: An Application of Monarch and Viceroy Butterflies. *Working Paper Available*.
- **Penn J** and W Hu. A Comparison of Ex Ante and Ex Post Consequentiality Efficacy to Reduce Hypothetical Bias. *Working Paper Available*.
- **Penn J** and W Hu. Attenuated Independence: Investigating the assumption and effect of independence across choice sets.
- Nemati M and **J Penn**. “The Impact of Social Norms, Feedback, and Price Information on Conservation Behavior: A Meta-Analysis of Studies.” *Working Paper Available*.
- Yang F, **Penn J**, Zhuang T, and W Zeng. “Parental capital and progeny’s income: Can parents determine your future? Recent evidence from China.” *Working Paper Available*.
- **Penn J** and W Hu. “Calibrating Willingness to pay using Certainty Follow-up: a Meta-Analysis.” *Working Paper Available*.
- **Penn J** and W Hu. “Reports of Bed Bugs on Hotel Choice: A Choice Experiment.”

Funding

- Russell E, Penn J, Schieffer J, and J Jones-Bowman. \$16,500, 2018. Summer Sustainability Research Fellowships. UK Office of Undergraduate Research and Student Sustainability Council.
- Hu W, Meyer AL, and J Penn. \$13,500, 2016. UK Student Survey of Local Beef Consumption and Sustainability Initiatives. Jointly supported by the UK Food Connection and Student Sustainability Council.
- AAEA travel grant. \$400, 2017. Water Resources & Policy: Exploring the Risks, Benefits and Opportunities for Conservation. Washington D.C
- Support Assistance to faculty for Resiliency in Transitioning Economies, \$241,000, October 2016 submitted to USDA-NIFA National Needs Fellows (Declined). Grant to fund four graduate students trained in “Targeted Expertise Shortage Areas.”
- Penn J, Zumdick S, Crowley P, and W Hu. \$18,884, 2016. Supporting Monarchs and Pollinators through Citizen Science and Public Engagement. Univ. of Kentucky 2015 Sustainability Challenge Grants/Student Sustainability Council.
- Penn J, Hu W, and M Potter. \$15,500, 2014. Protect-A-Bed Corporation. Economic Study of Bed Bugs in the Hospitality Industry.
- Penn J, and L Maynard. \$500, 2014. Dept. of Agricultural Economics’ Centennial Quiz Bowl Invitational. Univ. of Kentucky College of Agriculture, Food and Environment’s annual Barnhart Fund for Excellence Award.
- Penn J, and W Hu. \$7,855, 2014. Univ. of Kentucky Arboretum Project. Lexington-Fayette Arboretum and Student Sustainability Council.

- Straathof D, J Penn, and W Hu. \$2,000, 2013. Multi-University Comparison of Electricity Output in Fitness Centers from ReRev Technology. Univ. of Kentucky's Student Sustainability Council.
- Penn J, and W Hu. \$6,320, 2013. Faculty and Staff Sustainability Survey. Univ. of Kentucky's Student Sustainability Council.
- Penn J, A Hancock, R Lee, and W Hu. \$2,890 (Grant and In-kind), 2012. Johnson Fitness Center, Dining Services, and Student Sustainability Council, all at the Univ. of Kentucky.
- Penn J, W Hu, and A McLaughlin. \$5,460, 2012. Student Sustainability Survey. Univ. of Kentucky's Student Sustainability Council.
- Penn J, W Hu, and A McLaughlin. \$1,000, 2011. Service Learning Mini-Grant. Univ. of Kentucky's Office of Undergraduate Education.
- Penn J, with J Schieffer (2011) and Y Kusonose (2012) \$1250 cumulative. Research Activity Award for Web Seminar Series. Univ. of Kentucky's College of Agriculture.
- Penn J. \$2,000 Scholarship, 2010. Mechanized Citrus Harvesting Feasibility. Food and Resource Economics Dept., Univ. of Florida.

Teaching Experience (All as Main or Co-Instructor)

Louisiana State University Teaching Experience (5-point scale)

- AGECE 3503 "Natural Resource Economics" (3 credit)
 - Spring 2018, 30 students. Overall rating: 4.62
 - Spring 2019
- AGECE 4700 "Benefit-Cost Analysis" (3 credit)
 - Spring 2019
- AGECE 7523 "Nonmarket Valuation Methods in Ag and Natural Resources" (3 credit)
 - Spring 2018, 6 students. Overall rating: 4.72

Ohio State University Teaching Experience (5-point scale)

- AEDECON 3102 "Principles of Agribusiness Marketing" (3 credits)
 - Fall 2014, 100 students, Overall rating 4.0
- AEDECON 4106 "Strategic Management" (3 credits)
 - Fall 2014, 52 students, Overall rating 3.8

University of Kentucky Teaching Experience (4-point scale)

- AEC-300/GEN-300 "Science and Economics of Insects" co-instructed with UK Dept. of Entomology (2 credits)
 - Original co-creator of course and material
 - Spring 2016, 20 students, Value of course 3.3, Quality of teaching 3.6
- AEC 580 "Competition Team" (1 credit)
 - Spring 2015, 8 students, Value of course 3.6, Quality of teaching 3.6
- AEC 300 "Economic Perspectives of Current Enviro. Issues" (1 credit)
 - Original creator of course and material
 - Spring 2014, 16 students, Value of course 3.4, Quality of teaching 3.8
- AEC 300 "A Competitive Edge to Ag Economics" (1 credit, 4 times)
 - Original creator of course and material

- Fall 2012, 10 students, Value of course 3.9, Quality of teaching 3.9
- Fall 2013, 13 students, Value of course 3.6, Quality of teaching 3.6
- Fall 2015, 10 students, Course evaluation information unavailable
- Fall 2016, 18 students, Course evaluation information unavailable
- AEC 580, Agricultural Economics Special Topics (3 credit, 5 times)
 - Spring 2011: Consumer Survey of Egg Preferences
 - Spring 2012: Univ. of Kentucky Student Sustainability Survey
 - Spring 2013: Univ. of Kentucky Faculty/Staff Sustainability Survey
 - Spring 2014: Lexington-Fayette Urban County Government Arboretum Study
 - Spring 2016: Univ. of Kentucky Monarch Study
 - Spring 2017: Univ. of Kentucky study on student preferences for local beef

Presentations

- Penn J, and W Hu. 2018. Quantifying the Effect of Choice Set Interdependence in the Presence of Hypothetical Bias and Choice Order Effect. Accepted presentation, AAEA, Washington DC.
- Penn J, and W Hu. 2018. Cheap Talk, Consequentiality, and Certainty Follow-up as Hypothetical Bias Mitigation Techniques: A Cross Country Comparison. Accepted presentation, AAEA, Washington DC.
- Penn J, and M Nemati. 2018. The Impact of Social Norms, Feedback, and Price Information on Conservation Behavior: A Meta-Analysis. Accepted presentation, AAEA, Washington DC.
- You W, Zuo N, Penn J, Yang Y, Wang H, Hu W, and B McCarl. 2018. Accommodating Diverse Cultural Backgrounds among Instructors and Students: Challenges, Reflections, and Suggestions. Accepted organized symposium, AAEA, Washington DC.
- Moore J*, Penn J, and W Hu. Nudging away from plastic bag use through a donation program in university convenience stores. National Conference of Undergraduate Research (NCUR) 2018, Edmond, OK.
- Gabrielson Z*, Penn J, and S Zumdick. Student-Led Pollinator Habitat Restoration Project: Low-Cost Implementation and Potential Applications. Accepted poster, Assoc. for the Advancement of Sustainability in Higher Education (AASHE) 2017, San Antonio, TX.
- Penn J, and W Hu. 2018. A Comparison of Ex Ante and Ex Post Consequentiality Efficacy. Accepted presentation, W4133. Austin, TX.
- Penn J, and W Hu. 2017. Accounting for Hypothetical Bias for Space and Species- A Case Study of Monarch and Viceroy Butterflies. Accepted presentation, AAEA, Chicago, IL.
- Penn J, and W Hu. 2017. Hypothetical Bias from Willingness to Accept Questions: Is it Bias in the Outliers? Invited track presentation, AAEA, Chicago, IL.
- Zuo N and J Penn 2017. Teaching as a Graduate Student: A One-credit Teaching Module Case. Accepted poster, NACTA 2017, Purdue University, West Lafayette, IN.

- Penn H, J Penn, and W Hu. 2016. Public Attitudes on Monarch Conservation. Ohio Valley Entomological Association (OVEA), West Lafayette, IN.
- Hart R, Penn J, and S Zumdick. Experiences and Strategies of a Student-Run Massive Monarch Restoration on Off-campus Sites. Accepted Student Summit Case Study, AASHE 2016, Baltimore, MD.
- Penn J, and W Hu. 2016. Making the Most of Cheap Talk in an Online Survey. Accepted presentation, AAEA, Boston, MA.
- Marshall K, MK Adjemian, J Penn, and T Hubbs. 2016. Just How Local is the Local Corn Basis? A Historical Decomposition of US Corn Prices. Accepted presentation, AAEA, Boston, MA.
- Penn J, and W Hu. 2016. Euthanizing Value of a Statistical Life: Monetizing differences in public perception and alternatives. Accepted presentation, W3133. Portland, OR.
- Teaching Tips from AAEA Award Winners. 2015. Organized session, AAEA, San Francisco, CA.
- Penn J, and W Hu. 2015. Revisiting Determinants of Hypothetical Bias: An Up-To-Date Meta-Analysis. Accepted presentation, W3133, Pensacola, FL.
- Vassalos M, J Penn, and K Davidson. 2015. Organizer/Participant Graduate Student Training: How to be an Effective Teaching Assistant. Accepted organized symposium, SAEA, Atlanta, GA.
- Penn J, W Hu, and N Trull. 2015. Public support for growth and funding in Built Environments: Case of an Arboretum. Accepted presentation, SAEA, Atlanta, GA.
- Penn J, W Hu, L Cox, and L Kozloff. 2014. The Effect of Forced Choice with Constant Choice Experiment Complexity. Accepted presentation, AAEA, Minneapolis, MN.
- Penn J, W Hu, L Cox, and L Kozloff. 2014. Resident and Tourist Preferences for Stormwater Management Strategies in Oahu. Accepted presentation, W3133, Orange Beach, AL.
- Penn, J, HM Sandberg, G Ferro, B McFadden, and N Nayaupane. 2014. Agricultural Economics Graduate Training: Distinguishing the Expectation, Effort, and Experience to Succeed in Master's or Ph.D. Programs. Accepted organized symposium, SAEA, Dallas, TX.
- Penn, J, W Hu, and L Maynard. 2013. "Undergraduate Learning Through Research and On-Campus Consulting: A Multi-Course Experience." Invited track presentation, AAEA, Washington DC.
- Penn J, and HM Sandberg. 2013. "The Attitudes and Expectations of Graduate Students in Agricultural Economics: A National Survey." Accepted presentation, AAEA, Washington DC.
- Hu W, J Penn, and L Cox. 2013. "Enhancing Conjoint Analysis with Respondents' Self-Constructed Preferred Alternative: Application in Choices of Dolphin Excursions." Accepted presentation, SAEA, Orlando, FL.
- Penn J, HM Sandberg, B Barnett, D Leatham, and M Wetzstein. 2013. Organizer, Moderator, and Participant of "A Matter of Opinion: The perspective and experience of

Graduate Students versus Graduate Coordinators in Agricultural Economics.” Accepted organized symposium, SAEA, Orlando, FL.

- Penn J, L Maynard, and D Brown. 2012. “Bed Bug Anxiety: Travelers’ Willingness to Pay to Avoid Them.” Presentation, Entomological Society of America meeting, Knoxville, TN.
- Penn J, W Hu, L Cox, and L Kozloff. 2012. Resident and Tourist Preferences for Stormwater Management Strategies in Hawaii with a Cost-Benefit Analysis.” Accepted poster, AAEA 2012, Seattle, WA.
- Penn J, J Gillespie, HM Sandberg, and L Kompaniyets. 2012. Organizer, Moderator, and Participant of “Graduate Degrees in Agricultural Economics: Expectation and Preparation.” Accepted organized symposium, SAEA, Birmingham, AL.
- Penn J, W Hu, L Cox, and L Kozloff. 2012. “Beach Quality and Recreational Values: A Pictorial Stated Preference Analysis.” Accepted presentation, SAEA, Birmingham, AL.
- Penn J, D Staley, C Smith, and S Saghaian. 2011. “Advertising Content Analysis of Online Children’s Television Programming” Accepted poster, AAEA, Pittsburgh, PA.
- Penn, J, A Matopoulos, and L House. 2010. “Response to Out of Stock Produce and its Underlying Economic Considerations.” Accepted presentation, SAEA, Orlando, FL.

Invited Presentations

- “Human Economic Behavior and Values of Environmental Amenities” with Wuyang Hu. 2016. Beijing Normal University, Beijing, China, Dec 12.
- “The Extent of Valuation Hypothetical Bias in Species and Space: Comparing Monarch and Viceroy Butterflies” with Wuyang Hu. 2016. China Agricultural University, Beijing, China, Dec 13. Renmin University of China, Beijing, China, Dec 14.
- “Travelers’ thoughts on Bed Bugs” with Michael F. Potter and Ken Haynes. 2015. 45th Annual Univ. of Kentucky Pest Control Short Course. Lexington, KY, Nov 3-5.
- “Hotels, Travelers, and Bed Bugs—Oh my!” with Wuyang Hu and Michael F. Potter. 2015. National Pest Management Association Global Bed Bug Summit, Denver, CO. Jan 7-9.

Advising

Louisiana State University

- Sapana Bastola (PhD Student)
- Alexander Hildreth (Undergraduate)
- Macy Hagan (2018, Univ. of Kentucky Intercollegiate Sustainability Research Experience Fellow)

University of Kentucky Undergraduate Students

- Adam Hancock (grad. 2014)
- Nathaniel Trull (grad. 2015)
- Daniella Straathof (grad. 2016)

- Josey Moore (grad. exp 2019)

Reviewer

- Applied Economic Perspectives and Policy (1)
- Agribusiness: An International Journal (1)
- Canadian Journal of Agricultural Economics (3)
- Ecological Economics (1)
- European Review of Agricultural Economics (1)
- Journal of Agricultural and Resource Economics (1)
- Journal of Agricultural and Applied Economics (1)
- Land Use Policy (1)
- Advances in Health Economics and Health Services Research
- Conference: AAEA selected paper abstracts (2018)

Other Academic Services

- Agribusiness Track Session Organizer, LSU Agricultural Residency College (ARC) (2018-2019)
- Panel Reviewer, USDA Specialty Crops Research Initiative (SCRI) (2018)
- Co-chair, SAEA Undergraduate Quiz Bowl Competition (2019-2020)
- Academic Quiz Bowl Advisor, Agricultural Economics, Univ. of Kentucky (2011-2017)
- Faculty Advisor/Mentor, Intercollegiate Sustainability Research Experience, Multi-University (Summer 2018)
- Student Sustainability Council, Univ. of Kentucky
 - Director of Development (2012-2013, 2015-16), Member (2011-2017)
- Summer Sustainability Intern Advisor (2015-2017), Univ. of Kentucky
 - Advisees: Karina Fuentes (2015), Benjamin Troupe (2016), and Zoe Gabrielson (2017)
- President's Sustainability Advisory Committee, Univ. of Kentucky
 - Student Representative (2011-2014, 2016-17)
- Agricultural Economics Graduate Student Organization, Univ. of Kentucky
 - President 2013-2014, Vice-President 2012-2013, Treasurer 2011-2012 & 2015-16
- Department of Agricultural Economics, Univ. of Kentucky
 - Student Representative of Faculty Search Committee (2015)
 - Organizer and Director of the department's Centennial Quiz Bowl Invitational which featured 48 students from 6 universities (October 2014)
 - Workshops: Stata, SAS and R Teaching Assistant (2011-2013); JMP Instructor (2012)
 - Instructor, SAS Workshop, University-wide for the Quantitative Initiative for Policy and Social Research (QIPSR), Univ. of Kentucky (2013)

Professional Memberships

- Agricultural and Applied Economics Association

- Southern Agricultural Economics Association
- Association of Environmental and Resource Economists
- Southern Economics Association
- Northeastern Agricultural and Resource Economics Association

Software Experience

- Statistical: Stata, NLogit/LimDep, R, SAS, JMP
- Mapping: ArcGIS (portfolio of work available upon request)