

<b>Contact Information</b>	Department of Resource Economics University of Massachusetts Amherst 223 Stockbridge Hall 80 Campus Center Way Amherst, MA, 01003	eywang@umass.edu people.umass.edu/eywang
<b>Citizenship</b>	United States of America	
<b>Affiliations</b>	<b>University of Massachusetts Amherst</b> <i>September 2019 – Present</i> Associate Professor Department of Resource Economics  <b>University of Massachusetts Amherst</b> <i>September 2011 – August 2019</i> Assistant Professor Department of Resource Economics  <b>Pennsylvania State University</b> <i>Spring 2016</i> Visiting Scholar Department of Agricultural Economics, Sociology, and Education	
<b>Education</b>	<b>Duke University</b> <i>2006 – 2011</i> Ph.D. in Economics Primary Advisor: Dr. Andrew Sweeting Thesis: “Essays on Dynamic Demand Estimation”  <b>University of Arizona</b> <i>2002 – 2006</i> B.A. in Mathematics & Economics	
<b>Research Fields</b>	Empirical Industrial Organization, Public Policy, Applied Econometrics	
<b>Grants</b>	<b>External Grants</b> <ol style="list-style-type: none"><li>1. United States Department of Agriculture, National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Foundation Program. “The Evolution of Nutrition Intake: Commercial Actions and Consumer Reactions,” Emily Wang (PI) and Christian Rojas, 2016 – 2021, [\$499,990.00].</li><li>2. United States Department of Agriculture, National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Foundation Program. “Nutrient-Specific Addiction in Unhealthy Foods: Investigating Dynamic Food-Purchasing Behavior and Policy Implications,” Edward Jaenicke (PI), Abigail Okrant (Co-PI), Emily Wang (Co-PI), and Yizao Liu (Co-PI), 2019 – 2023, [\$349,876.00].</li></ol>	

3. United States Department of Agriculture, National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Foundation Program. “Market Reactions to the Restaurant Calorie Labeling Rule,” Emily Wang (PI), Nathalie Lavoie (Co-PI), and Qihong Liu (Co-PI), 2020 – 2024, [\$454,693.08].
4. United States Department of Agriculture, National Institute of Food and Agriculture, Hatch Grant. “Advertising, Price Competition, and Entry in Concentrated Industries,” Christoph Bauner (PI), Christian Rojas (Co-PI), and Emily Wang (Co-PI), 2018 – Present, [\$7,250 Annually].
5. United States Department of Agriculture, National Institute of Food and Agriculture, Hatch Grant. “Private and Public Strategies to Promote Consumer Health: Impacts on Welfare and the Food Supply Chain,” Nathalie Lavoie (PI), Debi Mohapatra (Co-PI), and Emily Wang (Co-PI), 2018 – Present, [\$7,250 Annually].

#### Internal Grants

6. Healey Endowment Grant, University of Massachusetts Amherst, “The Market Force behind Our Obesity Rate” Emily Wang (PI), 2015 – 2016, [\$12,640.00].
7. SBS Research Support Grant, Social and Behavioral Sciences, University of Massachusetts Amherst, “Junk Food Tax as a Revenue Generator: How much will You Save toward Your Health Care through a Tax?” Emily Wang (PI), 2015 – 2016, [\$6,743.03].
8. Mellon Mutual Mentoring Grant, “UMass International Scholars Mutual Mentoring Network,” Deepankar Basu (Co-PI), Richard Chu (Co-PI), Rommel (Bombie) Salvador (Co-PI), Emily Wang (Co-PI), 2013 - 2014, [\$10,000].
9. MSP Research Support Grant, University of Massachusetts Amherst, Academic Years 2015 – Present, [\$1,000.00 Annually].
10. MSP FLEX Grant, University of Massachusetts Amherst, Academic Years 2015 – Present, [\$500.00 Annually].

#### Research

#### Published & Accepted Papers

1. **Wang, Emily.** “The Impact of Soda Taxes on Consumer Welfare: Implications of Storability and Taste Heterogeneity.” *RAND Journal of Economics*, April 2015, Vol. 46(2), pp. 409-441.  
- Cited by the Washington Post on 03-22-2016 (See [Link](#)) and 8 other news outlets.
2. **Wang, Emily,** Christian Rojas, & Christoph Bauner. “The Evolution of Nutritional Quality: Evidence from the Ready-to-Eat Cereal Industry.” *Economics Letters*, August 2015, Vol. 133, pp. 105-108.

3. **Wang, Emily**, Hongli Wei, & Julie Caswell. "The Impact of Mandatory Trans Fat Labeling on Product Mix and Consumer Choice: A Longitudinal Analysis of the U.S. Market for Margarine and Spreads." *Food Policy*, October 2016, Vol. 64, pp. 63-81.
4. **Wang, Emily**, Christian Rojas, & Francesca Colantuoni. "Heterogeneous Behavior, Obesity and Storability in the Demand for Soft Drinks." *American Journal of Agricultural Economics*, January 2017, Vol. 99, Issue 1, pp. 18-33.
  - Featured in the Agricultural & Applied Economics Association (AAEA) Press Release
  - Cited by the U.S. News and World Report on 10-16-2017 (See [Link](#)) and 60 other news outlets.
5. Rao, Anita & **Emily Wang**. "Demand for 'Healthy' Products: False Claims and FTC Regulation." *Journal of Marketing Research*, December 2017, Vol. 54, No. 6, pp. 968-989.
  - Invited Talk Given in the Federal Trade Commission, March 30th, 2017.
6. Bauner, Christoph, Edward Jaenicke, **Emily Wang**, & Ping-Chao Wu. "Couponing Strategies in a Competition Between a National Brand and Private Label Food Product," *Journal of Retailing*, 2019, Vol. 95(1), pages 57-66
  - Featured in the Chicago Booth Review, April 16 2019, "Battle of the coupons: How retailers and manufacturers compete."
7. Bauner, Christoph & **Emily Wang**. "The Effect of Competition on Pricing and Product Positioning: Evidence from Wholesale Club Entry," *International Journal of Industrial Organization*, 2019, December, Vol 67, 102525.
8. Rojas, Christian & **Emily Wang**. "Do Taxes for Soda and Sugary Drinks Work? Scanner Data Evidence from Berkeley and Washington," *Economic Inquiry*, 2020, September 27, Vol 59, Issue 1, pages 95-118.
9. Adalja, Aaron, Jūra Liaukonytė, **Emily Wang**, & Xinrong Zhu. "GMO and Non-GMO Labeling Effects: Evidence from a Quasi-Natural Experiment," *Marketing Science*, 2022, August 29, Published Online.
  - Featured in the Chicago Booth Review, September 06 2022, "Why the New Federal GMO Food Labels Are Unlikely to Affect Sales." [Link](#)
10. Bauner, Christoph, Debi Mohapatra, Nadia Streletskaia, & **Emily Wang**. "Unhealthy Food, Regulations, and Consumer Welfare: The US Microwaveable Popcorn Market," *Economic Inquiry*, published online, [DOI](#).
11. Bao, Ying, Matthew Osborne, **Emily Wang**, & Edward Jaenicke. "BMI/Obesity and Consumers' Price Sensitivity: Implications for Food Tax Policies," *Proceedings of the National Academy of Sciences, Nexus*, Volume 3, Issue 6, June 2024, pgae190, [DOI](#).

## Working Papers

12. Jaenicke, Ted, Yizao Liu, Josh Reed, & **Emily Wang**. “Accounting for Consumer Heterogeneity in Rational Addiction to Food.”
13. Bao, Ying, Matthew Osborne, **Emily Wang**, & Edward Jaenicke. “BMI, Food Purchase, and Promotional Sensitivity”
14. Bauner, Christoph and **Emily Wang**. “Cost-of-Living Indices and Storable Products.”

## Works in Progress

15. Lavoie, Nathalie, Qihong Liu, & **Emily Wang**. “Effect of Nutrition Labeling Rules on Restaurant Menu Changes.”

## Conferences & Invited Talks

### 2022 - 2023

University of California, Berkeley, Berkeley, CA; International Industrial Organization Conference, Washington DC; Food Retail Workshop, Mannheim, Germany.

### 2021 - 2022

Bureau of Labor Statistics, (Virtual); Agricultural & Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA; USDA Scanner Data Workshop, “Using Scanner Data for Food Economics Research”, Anaheim, CA.

### 2020 - 2021 (All Talks Held Virtually)

DICE, University of Düsseldorf, Germany; Department of Agricultural Economics, Sociology, and Education, Pennsylvania State University, PA; Department of Agricultural Economics, Purdue University, IN; International Industrial Organization Conference (IIOC) Annual Meeting.

### 2019 - 2020

W. P. Carey School of Business, Arizona State University, AZ; Health Care Markets Conference, Johns Hopkins Carey Business School, Baltimore, MD; Allied Social Science Association (ASSA) Annual Meeting, San Diego, CA.

### 2018 - 2019

Toulouse School of Economics, Toulouse, France; International Industrial Organization Conference (IIOC) Annual Meeting, Boston, MA.

### 2017 - 2018

Agricultural & Applied Economics Association (AAEA) Annual Meeting, Washington DC.

### 2016 - 2017

Department of Agricultural Economics, Sociology, and Education, Pennsylvania State University, PA; Department of Agricultural & Resource Economics, University of Maryland, MD; Federal Trade Commission (FTC), DC; International Industrial Organization Conference (IIOC) Annual Meeting, Boston, MA.

### 2015 - 2016

NBER Winter Meeting, Stanford University, CA; Charles H. Dyson School of

Applied Economics and Management, Cornell University, NY; Department of Economics, Pennsylvania State University, PA; Department of Agricultural Economics, Sociology, and Education, Pennsylvania State University, PA; 9th Workshop on the Economics of Advertising and Marketing, Vilnius, Lithuania.

#### **2014 - 2015**

The 11th World Congress of the Econometric Society, Montreal, Canada.; The 37th ISMS Marketing Science Conference, Baltimore, MD; International Industrial Organization Conference Annual Meeting, Chicago, IL; Department of Agricultural and Resource Economics, North Carolina State University, NC.

#### **2013 - 2014**

American Marketing Association, Marketing and Public Policy Conference, Boston, MA; Northeastern Agricultural and Resource Economics Association Annual Meeting, Morgantown, WV; International Industrial Organization Conference Annual Meeting, Chicago, IL; Food Access Research and Engagement (FARE) Partnership, University of Massachusetts Amherst, MA; Five College Seminar, Smith College, MA.

#### **2012 - 2013**

European Association for Research in Industrial Economics Annual Meeting, Evora, Portugal; International Industrial Organization Conference Annual Meeting, Boston, MA; Five College Seminar, Smith College, MA.

#### **2011 - 2012**

Isenberg School of Management, University of Massachusetts Amherst, MA

#### **2010 - 2011**

Department of Economics, College of William and Mary, VA; Department of Public Policy and Economics, Kelley Business School, Indiana University, IN; Department of Economics, University of California at San Diego, CA; Department of Economics, Sam Walton Business School, University of Arkansas, AR; Department of Resource Economics, University of Massachusetts Amherst, MA; Agricultural and Resource Economics, University of Connecticut, CT; American Economics Institute, Washington DC; VARC Center, University of Wisconsin Madison, WI.

### **Fellowships & Honors**

#### **Duke University**

- James B. Duke Ph.D. Summer Research Fellowship, Duke University, *Summers 2009 and 2010*
- Economics Department Doctoral Studies Fellowship, Duke University, *2006 – 2007*

#### **University of Arizona**

- International Student Scholarship, University of Arizona *2002 – 2006*
- Honors Research Fellowship, “Spirit of Inquiry,” University of Arizona, Spring 2005

### **Teaching**

#### **Resec212: Introductory Statistics for the Social Sciences**

- General Education Requirement, Core Statistics Sequence (I)

**Resec312: Introductory Econometrics**

- Upper-Level Undergraduate Course, Elective

**Resec453: Public Policy in Private Markets**

- Upper-Level Undergraduate Course, Industrial Organization (II)
- Integrative Experience Course

**Resec703: Topics in Advanced Econometrics**

- Graduate Level Course, Core Econometric Sequence (II)

**Resec732: Industrial Organization**

- Graduate Level Course, IO Sequence (I)

**Resec296/396/496: Independent Study**

- Ryan Pearlman (Spring 2012 - Spring 2014)
- Andrew Mack (Fall 2014 - Spring 2015)
- Brandon Moore (Fall 2015)
- Mannat Sidhu (Spring 2016)
- Francis Stipek (Fall 2019)

**Resec396H/496H: Honor's Independent Study**

- Sidharth Menon (Spring 2024)
- Sana Shah (Springs 2016, 2018)
- Devin Massarsky (Fall 2016 - Spring 2017)

**Advising****Ph.D. Students**

- Jing Gan. Resource Economics (University of Massachusetts, Amherst). Chair.
- Josh Reed. Department of Agricultural Economics, Sociology, and Education (Pennsylvania State University). Special Committee Member.
- Ezgi Cengiz. Resource Economics (University of Massachusetts, Amherst). Member. Graduation Year: 2022
- Amal Ahmad. Economics (University of Massachusetts, Amherst). External Committee Member. Graduation Year: 2022
- Hongli (Vivian) Wei. Resource Economics (University of Massachusetts, Amherst). Chair. Graduation Year: 2018
- Xuan Chen. Department of Agricultural Economics, Sociology, and Education (Penn State University). Special Committee Member. Graduation Year: 2021
- Emiliano Libman. Department of Economics (University of Massachusetts, Amherst). External Committee Member. Graduation Year: 2017
- Chi Zhang. Finance Department (University of Massachusetts, Amherst), External Committee Member. Graduation Year: 2016
- Francesca Colantuoni. Resource Economics (University of Massachusetts, Amherst) Committee Member. Graduation Year: 2014

**Master's Students**

- Josh Reed. Chair. Graduation Year: 2020
- Estefania Marti Malvido. Chair. Graduation Year: 2018
- Xi Wang. Chair. Graduation Year: 2014

#### **Honors Students**

- Sidharth Menon. Academic Year 2023-2024
  - Supervising Honor's Thesis
- Devin Massarsky. Academic Years 2015-2017
  - Supervising Honor's Research Assistant Fellowship (Fall 2015)
  - Supervising Lebovidge Research Fellowship (Fall 2016 - Spring 2017)
- Sana Shah. Academic Years 2015-2016, 2017-Present
  - Supervising Honor's Research Assistant Fellowship (Spring 2016)

#### **Service**

#### **Editorial Board Member**

- European Review of Agricultural Economics

#### **Journal Referee Service**

- American Economic Review
- American Economics Journal, Microeconomics
- American Journal of Agricultural Economics
- Applied Economics Letters
- Applied Economic Perspectives and Policy
- Bulletin of Economic Research
- Econometrica
- Economics and Human Biology
- Economics Inquiry
- Economic Research Service (ERS)
- European Review of Agricultural Economics
- Food Policy
- Health Economics
- International Economic Review
- International Journal of Industrial Organization
- Journal of Marketing Research
- Journal of the European Economic Association
- Quarterly Journal of Economics
- Management Science
- Marketing Science
- RAND Journal of Economics
- Review of Industrial Economics