

## Steven Y. Wu

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CONTACT INFORMATION	Agricultural Economics Purdue University 403 West State Street West Lafayette, IN 47906, USA	<i>P:</i> (765) 494-4299 <i>F:</i> (765) 494-4333 sywu@purdue.edu
RESEARCH INTERESTS	Applied Contract Theory, Incentive Design, Nonlinear Pricing, Experimental Economics, Food and Health Economics, Regulation and Public Policy Related to Contracting.	
EDUCATION	<b>University of California, Berkeley</b> , Berkeley, CA, USA Ph.D., Agricultural and Resource Economics, December 2001 <b>University of Arizona</b> , Tucson, AZ, USA M.S., Agricultural and Resource Economics, August 1995 <b>San Diego State University</b> , San Diego, CA, USA B.A., Economics, May 1990	
ACADEMIC EXPERIENCE AND AFFILIATIONS	<b>Purdue University</b> , West Lafayette, IN, USA Professor, Agricultural Economics 2024-present Associate Professor Agricultural Economics 2008-2024 Research Faculty, Vernon Smith Experimental Economics Laboratory 2008-present <b>The Ohio State University</b> , Columbus, OH, USA Adjunct Professor, Ag, Environmental, and Development Economics 2008-present Associate Professor, Ag, Environmental, and Development Economics 2007-2008 Affiliated Faculty Member, John Glenn School of Public Affairs 2006-2008 Assistant Professor, Ag, Environmental, and Development Economics 2001-2007 <b>Institute for the Study of Labor (IZA)</b> , Bonn, Germany Research Fellow 2007-present <b>University of Sydney</b> , Sydney, NSW, Australia Visiting Scholar 2014 <b>Monash University</b> , Clayton, VIC, Australia Visiting Scholar 2012 <b>University of Melbourne</b> , Melbourne, VIC, Australia Honorary Fellow, Faculty of Business and Economics 2012 <b>North Carolina State University</b> , Raleigh, NC, USA Visiting Scholar, Agricultural and Resource Economics 2000-2001 <b>University of California, Berkeley</b> , Berkeley, CA, USA Graduate Student Researcher, Agricultural and Resource Economics 1997-2000 <b>University of Arizona</b> , Tucson, AZ, USA Research Assistant, Agricultural and Resource Economics 1993-1995	
REFEREED JOURNAL PUBLICATIONS	<ul style="list-style-type: none"><li>• Balagtas, Joseph V., Jose G. Nuno-Ledesma, and Steven Y. Wu. “Regulating Sugar-Sweetened Beverages: Portion-Size-Restrictions versus Taxes.” <i>American Journal of Agricultural Economics</i>, 106(2023):967-981.</li><li>• Brindley, Jacob, James MacDonald, and Steven Y. Wu. “How Does a Change in Outside Options Affect Relational Contracting Outcomes? Experimental Evidence and Implications for Agricultural Contracting,” <i>Journal of the Agricultural and Applied Economics Association</i>, 2(2023):146-159.</li></ul>	

- Erkal, Nisvan, Steven Y. Wu, and Brian E. Roe. “Putting Relational Contract Theory to the Test: Experimental Evidence.” *Experimental Economics*, 25(2022):111-139.
- Michler, Jeffrey D. and Steven Y. Wu “Governance and Contract Choice: Theory and Evidence from Groundwater Irrigation Markets.” *Journal of Economic Behavior and Organization*, 180(2020):129-147.
- Bourquard, Brian, and Steven Y. Wu. “An Economic Analysis of Beverage Size Restrictions.” *American Journal of Agricultural Economics*, 102(2020):169-185.
- Cason, Timothy N. and Steven Y. Wu. “Subject Pools and Deception in Agricultural and Resource Economics Experiments.” *Environmental and Resource Economics*, 73(2019):743-758.
- Wu, Steven Y. and James MacDonald. “Economics of Agricultural Contract Grower Protection Legislation.” *Choices*, Third Quarter, 2015.
- Yoder, Joshua R., Corinne Alexander, Rastislav Ivanic, Stephanie Rosch, Wallace Tyner, and Steven Y. Wu. “Risk vs Reward, a Financial Analysis of Alternative Contract Specifications for the Miscanthus Lignocellulosic Supply Chain.” *BioEnergy Research*, 8(2015):644-656.
- Wu, Steven Y. “Adapting Contract Theory to Fit Contract Farming.” *American Journal of Agricultural Economics* 96(2014):1241-1256.
- Alexander, Corinne, Rasto Ivanic, Stephanie Rosch, Wallace Tyner, Steven Y. Wu, and Joshua R. Yoder. “Contract Theory and Implications for Perennial Energy Crop Contracting.” *Energy Economics*, 34(2012):970-979.
- Brady, Michael P. and Steven Y. Wu. “The Aggregation of Preferences in Groups: Identity, Responsibility, and Polarization.” *Journal of Economic Psychology*, 31(2010): 950-963.
- Wu, Steven Y. “Contract Producer Protection Legislation and Termination Damages in the Presence of Contracting Frictions.” *American Journal of Agricultural Economics*, 92(2010):28-41.
- Lee, Myoungki, Steven Y. Wu, and Maoyong Fan. “Balancing Grower Protection against Agency Concerns: An Economic Analysis of Contract Termination Damages.” *Journal of Agricultural and Resource Economics*, 33(2008):154-168.
- Wu, Steven Y. and Brian Roe. “Contract Enforcement, Social Efficiency, and Distribution: Some Experimental Evidence.” *American Journal of Agricultural Economics*, 89(2007):243-258.
- Wu, Steven Y. “Contract Theory and Agricultural Policy Analysis: A Discussion and Survey of Recent Developments.” *Australian Journal of Agricultural and Resource Economics*, 50(2006): 490-509.
- Wu, Steven and Brian Roe. “Tournaments, Fairness, and Risk.” *American Journal of Agricultural Economics*, 88(2006):561-573.
- Wu, Steven and Brian Roe. “Behavioral and Welfare Effects of Tournaments and Fixed Performance Contracts: Some Experimental Evidence.” *American Journal of Agricultural Economics*, 87(2005):130-146.
- Wu, Steven. “Regulating Agricultural Contracts: What are the Tradeoffs?” *Choices*, First Quarter, 2003.

- Just, David, Steven A. Wolf, Steve Wu, and David Zilberman. “Consumption of Economic Information in Agriculture.” *American Journal of Agricultural Economics*, 84(2002):39-52.
- Hueth, Brent, Ethan Ligon, Steven Wolf and Steven Wu. “Incentive Instruments in Fruit and Vegetable Contracts: Input Control, Monitoring, Measuring, and Price Risk.” *Review of Agricultural Economics*, 21(1999): 374-389.
- Michler, Jeffrey D. and Steven Y. Wu. “Relational Contracts in Agriculture: Theory and Evidence.” *Annual Review of Resource Economics*, 12(2020):111-127.
- Just, David and Steven Y. Wu. “Experimental Economics and the Economics of Contracts.” *American Journal of Agricultural Economics*, 91(2009):1382-1388 (Invited Proceedings Paper).
- Schieffer, John and Steven Y. Wu. “Private Mechanisms, Informal Incentives and Policy Intervention in Agricultural Contracts.” *American Journal of Agricultural Economics*, 88(2006): 1251-1257 (Invited Proceedings Paper).
- Sporleder, Thomas L. and Steven Y. Wu. “Social Capital and Vertical Ties in Agrifood Supply Chains.” *Journal of Chain and Network Science*, 6(2006):1-9 (Invited Paper).

INVITED  
PUBLICATIONS  
(NON-REFEREED)

- Nuno-Ledesma, Jose G., Steven Y. Wu, and Balagtas, Joseph V., “Soda Taxes Versus Cup Sizes: An Experiment Comparing Price Discrimination Under Two Policies for Regulating Sugary Drink Consumption.” 2023.
- Balagtas, Joseph, Juan Sesmero, and Steven Y. Wu. “Out of Equilibrium Behavior and Inference on Conduct: Evidence from Laboratory Experiments.” 2023.
- Wu, Steven Y. “Determinants of Relational Contract Performance: Experimental Evidence.” 2023.
- Nuno-Ledesma, Jose G., Steven Y. Wu, and Balagtas, Joseph V., “Nonlinear Pricing Under Regulation: Comparing Cap Rules and Taxes in the Laboratory.” Working Paper No. 2022-10, Banco de Mexico, October 2022.
- Sheremeta, Roman M. and Steven Y. Wu. “Testing Canonical Tournament Theory: On the Impact of Risk, Social Preferences, and Utility Structure.” Discussion Paper 6304, Institute for the Study of Labor (IZA), Bonn, Germany, January 2012
- Roe, Brian and Steven Y. Wu. “Do the Selfish Mimic Cooperators? Experimental Evidence from Finitely-Repeated Labor Markets.” Discussion Paper 4084, Institute for the Study of Labor (IZA), Bonn, Germany, March 2009.
- Wu, Steven Y., Brian Roe, and Thomas Sporleder. “Mixed Tournaments, Common Shocks, and Disincentives: An Experimental Study.” MPRA Paper No. 21, November 2007.
- Just, David and Steven Wu. “Loss Aversion and Reference Points in Contracts.” Working Paper 2005-04, Dept. of Applied Economics and Management, Cornell University, March 2005.
- LaFrance, Jeffrey, Jay Shimshack, and Steven Wu. “Subsidized Crop Insurance and the Extensive Margin.” CUDARE Working Paper 912, University of California Berkeley, 2000.

PAPERS IN  
PROGRESS,  
WORKING PAPERS,  
OR PAPERS IN  
REVIEW

BOOK CHAPTER

- Wu, Steven Y. “Tipping the Scales on Health.” In *How to Feed the World*. Eise, Jessica and Ken Foster eds., Washington, D.C: Island Press, 2018.
- Wolf, Steve, David Zilberman, Steven Wu and David Just. “Institutional Relations in Agricultural Information Systems.” In *Knowledge Generation and Technical Change: Institutional Innovation in Agriculture*. Wolf, Steve and David Zilberman eds., Norwell, MA: Kluwer Academic Press, 2001.

HONORS AND AWARDS

- Student Choice Spotlight Educator Award, College of Agriculture, Purdue University, 2019.
- Department of Agricultural Economics Nominee for University Faculty Scholar, Purdue University, 2011 and 2012.
- Pomerene Teaching Award, College of Food, Agriculture, and Environmental Sciences, The Ohio State University, 2005.
- University of California Hewlett Fellowship, 1996-1999.
- Outstanding Graduate Thesis Award, Western Agricultural Economics Association, 1996.
- Cowden Scholarship, University of Arizona, 1994.
- Graduate Academic Scholarship, University of Arizona, 1994.

CONFERENCE PAPERS

- 2024:** International Industrial Organization Conference, Boston, MA (scheduled)  
**2023:** AAEA Annual Meetings, Washington, D.C.  
**2022:** AAEA Annual Meetings, Anaheim, CA.  
**2021:** ASSA (AAEA Session), Virtual Meetings.  
**2019:** Latin American and the Caribbean Economic Association Annual Meeting, Puebla, Mexico.  
**2018:** World Congress of Environmental and Resource Economists, Gothenburg, Sweden (Parallel Session); AAEA Annual Meetings, Washington, D.C.  
**2017:** Conference on Behavioral & Experimental Agri-environmental Research: Methodological Advancements & Applications to Policy, West Virginia; 3rd Annual Workshop on Relational Contracts, Evanston, IL.; AAEA Annual Meetings, Chicago, IL.  
**2016:** AAEA Annual Meetings, Boston, MA (Invited and Selected Papers)  
**2015:** International Society for New Institutional Economics Annual Conference, Harvard Law School; International Conference of Agricultural Economists, Milan, Italy.  
**2014:** ASSA Meetings, Philadelphia; 11th Midwest International Development Conference, Minneapolis.  
**2013:** AAEA Annual Meetings, Washington, D.C.; North American ESA Conference, Santa Cruz.  
**2011:** International ESA Conference, Chicago; North American ESA Conference, Tucson.  
**2010:** AAEA, Denver (2 papers and 2 posters); USDA/NIFA Markets and Trade Project Director’s Meeting, Denver (poster).  
**2009:** BioeConference, Purdue University; ESA, Tucson (2 papers); ESE Conference on Experiments in Organizations, Erasmus University, The Netherlands; AAEA, Milwaukee (2 papers).  
**2008:** ASSA (AEA Session), New Orleans; USDA/CSREES/NRI Project Director’s Meeting, New Orleans (poster).  
**2007:** ASSA (AEA Session), Chicago; AAEA, Long Beach (3 papers).  
**2006:** USDA/CSREES/NRI Project Director’s Meeting, Washington, D.C. (1 paper and 1 poster); SCC-76 Meeting on Economics and Management of Risk in Agriculture

and Natural Resources, Myrtle Beach; ASSA (AEA Session), Boston.  
**2005:** AAEA, Providence (2 papers); ASSA (AEA Session), Philadelphia (poster).  
**2004:** AAEA, Denver (3 papers).  
**2003:** AAEA, Montreal (2 papers).  
**2002:** World Congress of Environmental and Resource Economists, Monterey.  
**2000:** AAEA, Tampa.  
**1999:** AAEA, Nashville.

INVITED SEMINARS **2022:** University of California, Davis; University of Guelph.  
AND **2020:** (Invited but canceled due to COVID) - Arizona State University; Cal Poly San  
PRESENTATIONS Luis Obispo; University of Arizona.  
**2018:** Cal Poly San Luis Obispo.  
**2017:** SCC-76 Risk Meetings (Keynote); USDA-ERS.  
**2016:** USDA-NIFA Project Directors Meeting, Boston, MA.  
**2015:** Iowa State University.  
**2014:** University of Sydney; Monash University.  
**2013:** USDA-NIFA.  
**2012:** University of Melbourne; Deakin University; Monash University; University of  
Sydney; University of Alabama, University of Illinois.  
**2011:** University of Arizona.  
**2010:** Kansas State University; Ball State University; Iowa State University; University  
of Guelph.  
**2009:** University of Wisconsin, Madison; Purdue University.  
**2008:** Purdue University; Washington State University (presented by co-author).  
**2007:** University of California, Davis; USDA-Economic Research Service; Purdue University;  
The Ohio State University.  
**2006:** North Carolina State University.  
**2002:** USDA-Economic Research Service.  
**2000:** The Ohio State University.

TEACHING  
EXPERIENCE

**Purdue University**

- AGECE 333 – Food Distribution: A Retailing Perspective, 2010, 2011, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2021, 2022, 2023, 2024.
- AGECE 429 - Agribusiness Marketing Workshop, 2019, 2021, 2022, 2023, 2024.
- AGECE 690 – Applied Contract Theory and Nonlinear Pricing, 2009, 2011, 2014, 2016, 2018, 2019, 2021.

**The Ohio State University**

- AEDE 205 – Data Analysis, 2002, 2004, 2005, 2006, 2007.
- AEDE 500 – Managerial Economics, Spring 2003.
- AEDE 713 – Microeconomics of Public Policy and Market Regulation, 2003, 2004, 2005, 2007, 2008.
- AEDE 806 – Economics of the Firm 2008.

**University of California, Berkeley**

- Teaching Assistant for Graduate Level Econometrics, Spring 1999.

**University of Arizona**

- Teaching Assistant for Undergraduate Agribusiness, Fall 1993.

GRADUATE  
STUDENT  
ADVISING (MAJOR  
PROFESSOR)

### **Purdue University**

- Fei Qin (Post doc, Arizona State University)
- William McClain (Bureau of Labor Statistics)
- Jose Nuno-Ledesma (Ph.D. Assistant Professor, University of Guelph)
- Jacob Brindley (Ph.D. Economics, Assistant Professor, Miami University, joint with Tim Cason)
- Jeff Michler (Ph.D. Assistant Professor, University of Saskatchewan, now at University of Arizona)
- Sharon Raszap Ph.D. (Economist, USDA-ERS)
- Stephanie Rosch Ph.D. (Economist, USDA-ERS)
- Brian Bourquard, M.S.
- Yiyuan Xie, M.S.
- Yangxuan Liu, M.S.
- Bo Zheng, M.S
- Joshua Yoder, M.S.

### **The Ohio State University**

- Michael Brady, Ph.D. (Assistant Professor, Washington State University)
- Myoungki Lee, Ph.D. (Economist, Korea Rural Economic Institute)
- John (Jack) Schieffer, Ph.D. (Assistant Professor, University of Kentucky)
- Maoyong Fan, M.S.

GRANTS AND  
FUNDING

- “Behavioral Economics in Food and Environmental Policy: A Principal-Agent, Machine Learning, and Experimental Economics Approach.” USDA/NIFA, AFRI Foundational and Applied Science Program, Markets and Trade, \$638,852, July 2023-June 2026 (with Yaroslav Rosokha)
- “Integrating Theory, Experiments, and Econometrics to Advance the Economics of Competition in Agricultural and Food Markets.” USDA/NIFA, AFRI Foundational Program - Economics, Markets and Trade, \$483,495, March 2017-March 2020 (with Juan Sesmero and Joseph Balagtas)
- “Economic Analysis of Policies that Combat Obesity Through Restrictions on Food Retailing: A Mechanism Design and Experimental Economics Approach.” USDA/NIFA, AFRI Foundational Program – Economics, Markets and Trade, \$450,581, April 2014-March 2018 (Principal Investigator with Joseph Balagtas)
- “Smallholder Participation in Kenyan Export Markets.” U.S. Borlaug Fellows in Global Food Security, U.S. AID/Purdue University, \$15,000, March 2013-August 2013.
- “Visiting Scholar Research Award.” Department of Economics, University of Melbourne, \$8100AUD, February 2012-April 2012 (with Nisvan Erkal).

- “Agricultural Market Structure and Conduct, and Robust Market and Contract Design.” USDA/NIFA, AFRI, \$291,332, January 2010-January 2013 (Principal Investigator with Barry Wittman).
- “Bargaining, Competition, and Efficiency in Production Contracts: An Experimental Analysis.” Cooperative Agreement, USDA Economic Research Service, \$101,914, October 2008-September 2011 (Principal Investigator).
- “Purdue Research Foundation Research Grant.” Purdue University, One-Year Research Assistant Support, 2011-2012.
- “Building a Joint Team in Food Economics with Integrated Research and Teaching Activities.” IPIA and IP Joint Seed Grant Program for Purdue University-China Agricultural University Strategic Partnership, \$3500, January 2011-August 2012 (Collaborator with Holly Wang, Ken Foster, and Nicole Olynk).
- “Contracting Issues Related to Perennial Crops for Lignocellulosci Bioenergy.” Mendel Biotechnology, \$51,525, June 2009-June 2010 (Co-Principal Investigator with Corinne Alexander and Wallace Tyner).
- “An Experimental Investigation of Contractual Arrangements and Incentive Systems.” Grant funded by USDA/CSREES, National Research Initiative, September 2005-September 2008. \$237,161.00 (Principal investigator with Brian Roe and David Just).
- “An Experimental Investigation of Contractual Arrangements and Incentive Systems.” OARDC Seed Grant, March 2005-June 2008, \$49,555 (Principal investigator).
- “Analytical and Experimental Analysis of Regulatory & Legal Restrictions on Agricultural Contracts.” Grant funded by USDA/CSREES, National Research Initiative, December 2002- December 2005. \$53,000 (Principal investigator with Brian Roe).
- “USDA Market Assistance Program for Armenia.” Grant funded by USDA, August 2002- August 2004. \$30,084 (Collaborator with Brian Roe and Thomas Sporleder).

## SERVICE

### Reviews/Editorial Boards

- **Associate Editor/Editorial Council:** American Journal of Agricultural Economics 2008-2011; Applied Economic Perspectives and Policy 2011-2013; Journal of Agricultural and Resource Economics 2015-2018.
- **Refereeing for Professional Journals:** Agricultural Economics; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Applied Economics Perspectives and Policy; Canadian Journal of Economics; European Review of Agricultural Economics; Food Policy; Games and Economic Behavior; International Journal of Industrial Organization; Journal of Agricultural and Resource Economics; Journal of Economic Behavior and Organization, Journal of Economic Education; Journal of Economics, Management, and Strategy; Journal of Public Economic Theory; Marketing Science; Southern Economic Journal; World Development.
- **Additional Service:** Reviewer for American Agricultural Economics Association Outstanding Doctoral Dissertation Award; Reviewer for Selected Papers for the 2008, 2009, 2010 Agricultural and Applied Economics Association Annual Meetings; Selected Presentations Committee, Agricultural and Applied Economics Association;

T.W. Schultz Memorial Lecture Selection Committee, Agricultural and Applied Economics Association; Reviewer for Purdue New Horizons Proposal; Reviewer for USDA-Economic Research Service Book Chapter.

**University Departmental Level Service:**

- **Purdue University (Agricultural Economics):** Chair Faculty Search Committee; Ph.D. Prospectus Exam Chair; Member, Graduate Committee; Chair of Committee for Best Ph.D. Thesis; Chaired Ph.D. prospectus exams; Faculty Search Committees; Graduate Program Math Assessment Counselor; Ph.D. Program Preliminary Exam Chair; Seminar Committee; Ph.D. Job Placement Officer; Chair of Computer Committee; Chair of Best M.S. Thesis Selection Committee; Common Good Utility College of Agriculture Representative.
- **The Ohio State University (Ag., Env., and Dev. Economics):** Faculty Council, Graduate Studies Committee; Ph.D. Curriculum Review Committee; Academic Affairs Committee; Faculty Search Committee; Best Thesis and Dissertation Selection Committee; Ph.D. Field Writing Group for Agricultural Economics & Agribusiness; Strategic Planning Task Force for Teaching.
- **University of California Berkeley (Agricultural and Resource Economics):** Graduate Admissions Committee.