

YINGXIN TAN

Ph.D. Candidate

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EDUCATION

Purdue University Doctor of Philosophy in Agricultural Economics Committee: Drs. Valerie Kilders (chair), Joseph V. Balagtas, Brenna D. Ellison, Vincenzina Caputo	West Lafayette, IN Expected May 2026
University of California, Davis Master of Science in Agricultural and Resource Economics	Davis, CA Sep 2021
Rutgers University Bachelor of Arts in Economics Minor in Mathematics, Certificate in Quantitative and Financial Economics <i>Cum Laude, Dean's List, Omicron Delta Epsilon</i>	New Brunswick, NJ May 2020

RESEARCH EXPERIENCE

Purdue University <i>Graduate Research Assistant, Department of Agricultural Economics</i>	West Lafayette, IN Aug 2022 – Current
<ul style="list-style-type: none">• Area of focus: consumer choices and demand in the food market. Topics include food policy communications, novel product market, and the food-away-from-home sector.• Designed and implemented surveys and choice experiments to study consumer food behavior under various policy environments.• Processed and visualized diverse datasets (e.g., Nielsen scanner data, POI data, time-series price data, and social media listening data) and applied advanced econometric techniques.• Experienced in integrating survey data with large-scale secondary datasets to inform research and decision-making related to the food market.• Assisted my advisor, Dr. Valerie Kilders, in developing course materials and grant applications.• Mentored undergraduate students in applied research projects and data analysis with Stata.	
University of California, Davis <i>Case Study, Department of Agricultural Economics</i>	Davis, CA Jan – May 2021
<ul style="list-style-type: none">• Researched California citrus consumption trends and provided qualitative assessments in collaboration with The Wonderful Company, motivated by structural changes in pricing, production costs, and consumer preferences.	
Rutgers University <i>Research Assistant, Aresty Research Program</i>	New Brunswick, NJ Aug 2019 – May 2020
<ul style="list-style-type: none">• Researched the regional differences in food acquisition behaviors among the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) recipients using the USDA National Household Food Acquisition and Purchase Survey.	

PUBLICATION AND TECHNICAL REPORT

KILDERS, V., TAN, Y., NAYGA, R., & W. YANG. “Motivation and Intended Use Transparency: Shaping Consumer Responses to a Red Meat Tax through Information Disclosure.” *European Review of Agricultural Economics*. <https://doi.org/10.1093/erae/jbaf036>

TAN, Y. & V. KILDERS, April 2024. The Impact of Diversification Strategies on Small and Medium Enterprises. *Purdue Center for Food and Agricultural Business Food and Agribusiness Quarterly Review* [[Link](#)].

TAN, Y. & V. KILDERS, May 2025. Seizing opportunities amid an evolving urban landscape. *Purdue Center for Food and Agricultural Business Food and Agribusiness Quarterly Review* [[Link](#)].

RESEARCH IN PROGRESS

TAN, Y., ALI, A., KILDERS, V., & C. HERRINGTON. “Altruism under Pressure: Does Inflation Deflate Individual Food Preferences for Altruistic Attributes?”

TAN, Y., KILDERS, V., BALAGTAS, J., & B. ELLISON. “Investigating Location and Perception Dynamics in the Urban Food Environment.”

TAN, Y., KILDERS, V., & V. CAPUTO. “Who is Minding the Store? Food Safety Discussion during the Reorganization Period”

TAN, Y., KILDERS, V., & J. BALAGTAS. “The Starbucks Effect: Impacts of Oat Milk Option Launch at the Major Coffee Chain on Retail Purchases of Milk Alternatives.”

TAN, Y., SON, M., & J. LUSK. “How Oat Milk Challenges the Consumption Patterns of Dairy and Plant-based Milk Alternatives.”

NOTABLE ACHIEVEMENTS

Google Data Analytics Certificate	Jun 2025
Google Career Certificates	

People’s Choice Award in the Graduate Student Poster Competition	Apr 2025
Purdue University, Department of Agricultural Economics	

Student Soybean Innovation Competition	Sep 2024 – Mar 2025
Purdue University, Department of Agricultural & Biological Engineering	

Agribusiness-Related Travel and Development Grant	Oct 2024
Purdue University, Department of Agricultural Economics	

Second Place in the Graduate Student Poster Competition	Apr 2024
Purdue University, Department of Agricultural Economics	

Completed International Workshop on Survey Design and Experimental Methods	May 2024
Michigan State University	

Trust Scholarship	May 2024
Agricultural & Applied Economics Association	

Third Place in the AEM-GSS Case Study Competition	Jul 2023
Agricultural & Applied Economics Association Annual Meeting, Washington D.C.	

CONFERENCE SESSIONS ORGANIZED

Organizer of the Panel Session: Navigating the Rising Food-away-from-home (FAFH) Trend: Insights into Consumer Choices, Online Ordering Platforms, and Health-Driven Policy. XVIII *European Association of Agricultural Economists* Congress, Bonn, Germany, August 26 – 29, 2025.

Organizer of the Track Session: The Emerging Food-Away-From-Home Market: Drivers, Trends, and Shifts in Consumer Choices. *Agricultural and Applied Economics Association* Annual Meetings, Denver, CO, July 27 – 29, 2025.

SELECTED PRESENTATIONS & WORKSHOPS

*Denotes the presenter

KILDERS, V., *TAN, Y., NAYGA, R., & W. YANG. Motivation and Intended Use Transparency: Shaping Consumer Responses to a Red Meat Tax through Information Disclosure. Graduate Student Welcoming and Networking Event. Agricultural Research & Graduate Education. Purdue University, September 5, 2025.

TAN, Y., *KILDERS, V., BALAGTAS, J., & B. ELLISON. Investigating Location and Perception Dynamics in the Urban Food Environment. Organized Panel Discussion, Session Title: Navigating the Rising Food-away-from-home (FAFH) Trend: Insights into Consumer Choices, Online Ordering Platforms, and Health-Driven Policy. XVIII *European Association of Agricultural Economists* Congress, Bonn, Germany, August 26 – 29, 2025.

*KILDERS, V., TAN, Y., NAYGA, R., & W. YANG. Motivation and Intended Use Transparency: Shaping Consumer Responses to a Red Meat Tax through Information Disclosure. Contributed Paper Presentation. XVIII *European Association of Agricultural Economists* Congress, Bonn, Germany, August 26 – 29, 2025.

*TAN, Y., KILDERS, V., & J. BALAGTAS. The Starbucks Effect: Impacts of Oat Milk Option Launch at the Major Coffee Chain on Retail Purchases of Milk Alternatives. Selected Paper Presentation, Conference Track Session, Session Title: The Emerging Food-away-from-home Market: Drivers, Trends, and Shifts in Consumer Choices. *Agricultural and Applied Economics Association* Annual Meetings, Denver, CO, July 27- July 29, 2025.

KILDERS, V., *TAN, Y., NAYGA, R., & W. YANG. Motivation and Intended Use Transparency: Shaping Consumer Responses to a Red Meat Tax through Information Disclosure. Selected Paper Presentation, Conference Track Session, Session Title: The Role of Information and Awareness in Shifting Individual Preferences. *Agricultural and Applied Economics Association* Annual Meetings, Denver, CO, July 27- July 29, 2025.

*TAN, Y., KILDERS, V., & V. CAPUTO. Who is Minding the Store? Food Safety Discussion during the Reorganization Period, Conference Track Session, Session Title: Cognitive and Emotional Influences on Economic Decision-Making: Experimental Insights. *Agricultural and Applied Economics Association* Annual Meetings, Denver, CO, July 27- July 29, 2025.

KILDERS, V., *TAN, Y., & R.M. NAYGA. Motivation and Intended Use Transparency: Shaping Consumer Responses to a Red Meat Tax through Information Disclosure. Graduate Student Poster Competition. 2025 *Purdue Agricultural Economics Annual Snyder Lecture*. April 4, 2025

*KILDERS, V., TAN, Y., & R.M. NAYGA. Motivation and Intended Use Transparency: Shaping Consumer Responses to a Red Meat Tax through Information Disclosure. Special Issue Online Workshop on Information Economics to Support Sustainable and Resilient Agri-Food Systems. *European Review of Agricultural Economics*, January 16 – 17, 2025.

*TAN, Y., KILDERS, V., BALAGTAS, J., & B. ELLISON. An Integrative Analysis of Consumer Foot Traffic and Preferences for Eating Out. Selected Paper Presentation, Conference Track Session, Session Title: Research Developments in Food-Away-From-Home: A look at methods, data, and consumer choice. *Agricultural and Applied Economics Association Annual Meetings*, New Orleans, LA, July 28-30, 2024.

*TAN, Y., KILDERS, V., & V. CAPUTO. From Farm to Table: Consumer Trust within the Agri-Food Biotechnology Supply Chain. Selected Paper Presentation, Conference Track Session, Session Title: Consumer Demand for Ethics in Foods?. *Agricultural and Applied Economics Association Annual Meetings*, New Orleans, LA, July 28- 30, 2024.

*TAN, Y., KILDERS, V., & J. BALAGTAS. The Starbucks Effect: Analyzing the Impact of Starbucks' Oat Milk Option Launch on Retail Purchases of Milk Alternatives. Graduate Student Poster Competition. 2024 *Purdue Agricultural Economics Annual Snyder Lecture*. April 5, 2024

*TAN, Y., SON, M., & J. LUSK. Evaluating Milk and Plant-based Milk Alternatives. Selected Paper Presentation. Session Title: SP25: Food and Agricultural Marketing - Consumer Preferences. *Southern Agricultural Economics Association*, Atlanta, GA, February 3 – 6, 2024.

*SON, M., TAN, Y., & J. BALAGTAS. An Analysis of Seasonality and Substitution in the Demand for Various Cooking Oils. Selected Paper Presentation. Session Title: SP33: Food and Agricultural Marketing 2. *Southern Agricultural Economics Association*, Atlanta, GA, February 3 – 6, 2024.

LEADERSHIP

Purdue Office of Graduate Students and Postdoctoral Scholars
Graduate Student Ambassador (2025) West Lafayette, IN

Purdue Agricultural Economics Graduate Student Organization
Social Chair (2023-2024), Academic and Professional Development Chair (2024-2025) West Lafayette, IN

University of California, Davis, Agricultural & Resource Economics Department
Reader (2020-2021) Davis, CA

Rutgers University, Rutgers Learning Center
Learning Assistant (2018-2020) New Brunswick, NJ

PROFESSIONAL AFFILIATIONS

Agricultural and Applied Economics Association (AAEA), European Association of Agricultural Economists (EAAE), Southern Agricultural Economics Association (SAEA).

TECHNICAL SKILLS

R | Stata | Python | Latex | SQL | High-performance Computing (HPC) resources via a community cluster environment

Languages: Mandarin (Native) | Japanese (Beginner)

Others: 3rd Term Master of Ohara-ryū Ikebana (Japanese floral arrangement)