

# XIANG (SHAWN) CAO

Email: caox0409@scu.edu.cn

Website: <https://www.xiang-cao.com>

Address: Room North-903 in SOE

## Research Experience

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- 2019– Assistant Professor, School of Economics, Sichuan University
- 2014–19 Research Assistant, Department of Agricultural and Applied Economics, Virginia Tech
- 2013–14 Research Assistant, Food and Resource Economics Department, University of Florida

## Education

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- Ph.D. *Economics*  
VIRGINIA TECH 2019  
- Dissertation: "Essays on Environmental Economics with a Focus on Non-market Valuation"  
- Committee: Kevin Boyle (Advisor), Olga Isengildina-Massa, Darrell Bosch and George Davis
- M.S. *Agricultural Economics*  
UNIVERSITY OF FLORIDA 2014  
- Thesis: "Addressing Production and Marketing Challenges of the Florida Tomato Industry"  
(Best Master Thesis of the Department in 2014)
- B.S. *Economics*  
UNIVERSITY OF INTERNATIONAL RELATIONS 2012

## Research Areas

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Environmental Economics, Agricultural Economics, Consumer and Family Economics

## Teaching Experience

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Sichuan University:

- 2020- "Econometrics" (undergraduate level)
- 2020- "The Development and Application of Financial Technology" (graduate level)
- 2020- "Introduction to Microeconomics" (undergraduate summer course)

Virginia Tech:

- 2018 "Personal Financing" (AAEC 2104), teaching assistant

## Peer-Reviewed Publications

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Chen, Xiaolan, Qiuyue Xie, Xiang Cao, and Qilin Li. "Examining the effectiveness of China's energy poverty alleviation policies: A text analysis on inter-provincial panel data." *Energy Policy* 186 (2024): 113978.

Kassas, Bachir, Xiang Cao, Zhifeng Gao, Lisa A. House, and Zhengfei Guan. "Consumer preferences for country of origin labeling: Bridging the gap between research estimates and real-world behavior." *Journal of Choice Modelling* 48 (2023): 100429.

Isengildina-Massa, Olga, Xiang Cao, Berna Karali, Scott H. Irwin, Michael Adjemian, and Robert C. Johansson. "When does USDA information have the most impact on crop and livestock markets?." *Journal of Commodity Markets* 22 (2021): 100137.

Mountain, Travis P., Xiang Cao, Namhoon Kim, and Michael S. Gutter. "Millennials' future homeownership and the role of student loan debt." *Family and Consumer Sciences Research Journal* 49, no. 1 (2020): 5-23.

Cao, Xiang, Zhengfei Guan, Gary E. Vallad, and Feng Wu. "Economics of fumigation in tomato production: The impact of methyl bromide phase-out on the Florida tomato industry." *International Food and Agribusiness Management Review* 22, no. 4 (2019): 589-600.

Cao, Xiang, Darrell Bosch, and James Pease. "Recycling irrigation water on ornamental nursery operations: could consumer premiums compensate for grower adoption costs?." *HortScience* 52, no. 12 (2017): 1780-1789.

## Other Publications

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Gutter, S. Michael, Giselle Navarro, Travis Mountain, Xiang Cao and Ramzi Salloum. "Determining the Financial Well-Being and Influencing Factors in Cancer Patients." *Consumer Financial Protection Bureau: Research Brief*. (2020).

Isengildina-Massa, Olga, Berna Karali, Scott H. Irwin, Michael K. Adjemian and Xiang Cao. "The value of USDA information in a big data era." *Proceedings of the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management*. (2016).

Cao, Xiang, Lisa House, Zhifeng Gao, and Zhengfei Guan. "Marketing Strategies to Promote Florida Tomatoes." *2014 FLORIDA TOMATO INSTITUTE PROGRAM: 14*. (2014)

## Working Papers

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Cao, Xiang, Kevin J. Boyle, Shyamani Siriwardena, and Thomas P. Holmes. "A Residential Sorting Model of the Role of Urban Tree Cover in the Face of Climate Change and Environmental Justice." (*Ecological Economics*, under review)

Yao Zhenyu, Xiang Cao. "Respondent experience and willingness to pay: Reconciling stated preference data with scientific evidence." (*Economics Letters*, under review)

Cao, Xiang, Yuying Luo, Xiaolan Chen, Qiuyue Xie, Zhenyu Yao. "Spatial Valuation of Urban Green Lungs: Unveiling the True Worth of Urban Parks through MGWR in Chengdu, China." (*Land Use Policy*, under review)

**Cao, Xiang**, Chuanjiang Yu, Jiayang Yu, Nan Jia. "Digital Village Construction, Income Structure and Rural Income Growth: Evidence from Peking University Digital Village Index and China Household Finance Survey."

**Cao, Xiang**, Travis P. Mountain. "Student Loan, Financial Literacy, and Debt Composition among Millennials in the United States: A Fractional Multinomial Logit Approach."

**Cao, Xiang**, Xiaolan Chen, Jiayue Lun. "Ecological Colonization or Sustainable Development? Evaluating China's Belt and Road Initiative's Environmental Sustainability."

Ma Jufeng, Wentao Fu, **Xiang Cao**. "Exploring Asymmetrical Bilateral Trust and Remote Entrepreneurship in China: A Mutual Trust Perspective."

## Academic Presentations

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"Estimating Resident's Willingness-to-pay for Urban Parks in Chengdu, China: A Spatial Analysis." Selected paper presentation, Annual Meeting, The Asian Association of Environmental and Resource Economics, Waseda University, Tokyo, Japan, August 2023.

"Evaluating The Impact of the Belt and Road Initiative on Ecology and Environment of Participating Countries." Selected paper presentation, Annual Meeting, The Asian Association of Environmental and Resource Economics, Waseda University, Tokyo, Japan, August 2023.

"Estimating Resident's Willingness-to-pay for Urban Parks in Chengdu, China: A Spatial Analysis." Selected paper presentation, Annual Meeting, Agricultural and Applied Economics Association, Washington D.C., August 2023.

"Student Loan Debt and Homeownership among Millennials in the United States." Selected paper presentation, Annual Meeting, Agricultural and Applied Economics Association, Atlanta, GA, July 2019.

"Student Loan, Financial Literacy, and Homeownership among Millennials in the United States." Selected paper presentation, American Council on Consumer Interests (ACCI), Washington D.C., May 2019.

"Estimating Demand for Urban Tree Cover Using a Residential Sorting Model." Selected paper presentation, Annual Meeting, Agricultural and Applied Economics Association, Washington D.C., August 2018.

"Recycling Irrigation Water on Ornamental Nursery Operations: Could Consumer Premiums Compensate for Grower Adoption Costs?" Selected poster presentation, Annual Meeting, Agricultural and Applied Economics Association, Chicago, IL, July 2017.

"Determining the Impact of State-Specific Signs and Labels on Tomato Marketing." Selected poster, Annual Meeting, Southern Agricultural and Applied Economics Association, San Antonio, TX, March 2016.

"An Economic Analysis of Fumigation Alternatives, the Methyl Bromide Ban, and its Implication: Evidence from the Florida Tomato Industry." Selected poster presentation, Annual Meeting, Agricultural and Applied Economics Association, Minneapolis, MN, July 2014.

"An Overview of U.S. Blueberry Industry." Selected poster presentation, Florida Agriculture Exposition, Wimauma, FL, November 2013.

## Project Funding

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- 2019 National Social Science Fund Youth Project "Study on the Impact of US and EU Carbon Tariff Policies on China's Export Competitiveness and Countermeasures" (Participant, No. 22CGJ027)
- 2021 Sichuan University Central Universities Basic Research Fund Self-Initiated Research Project (Principal Investigator)
- 2021 Ministry of Education Humanities and Social Science Project (Participant, No. 21YJC790138)
- 2019 Sichuan University Research Startup Funds for Introduced Talents (Principal Investigator)

## Skills

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Software: R, Stata, Matlab, SAS, Lyx, Tableau, Endnote, Simetar, GAMS

Language: English (fluent), Mandarin (native)

## Referee Service

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*Food Policy, Plos One, Environmental Economics and Policy Studies*

## Professional Membership

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American Agricultural Economics Association (AAEA)

American Economics Association (AEA)

American Society for Horticulture Science (ASHS) The Asian Association of Environmental and Resource Economics (AAERE)

Asian Association of Environmental and Resource Economics (AAERE)

Chinese Association of Environmental and Resource Economics (CAERE)