

# XIANG (SHAWN) CAO

Email: caox0409@scu.edu.cn

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

Address: Room North-107 in SOE

## Research Experience

---

- 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

---

- 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

---

Environmental Economics, Consumer and Family Economics, and Applied Econometrics

## Teaching Experience

---

- 2020 Introduction to Microeconomics (summer course, undergraduate level and in English), Sichuan University
- 2020 Econometrics (undergraduate level), School of Economics, Sichuan University
- 2018 Teaching Assistant, AAEC 2104, Personal Financing, Department of Agricultural and Applied Economics, Virginia Tech

## Peer-Reviewed Publications

---

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* (2020): 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. 1030-2019-2947 (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

---

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

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

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

## Working Papers

---

Cao, Xiang, Lisa O. House, Zhengfei Guan, and Zhifeng Gao. "Determining the Impact of State-Specific Signs and Labels on Tomato Marketing." (*Agricultural Economics*, Under Review)

## Work in Progress

---

Cao, Xiang, Kevin J. Boyle, Shyamani Siriwardena, and Thomas P. Holmes. "Estimating Demand for Urban Tree Cover Using a Residential Sorting Model." (Target journal: *Ecological Economics*)

Cao, Xiang, Travis P. Mountain. "Student Loan, Financial Literacy, and Debt Composition among Millennials in the United States: A Fractional Multinomial Logit Approach." (Target journal: *Journal of Consumer Affairs*)

## Academic Presentations

---

Cao, Xiang, Travis P. Mountain, and Namhoon Kim. "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.

Travis P. Mountain, Xiang Cao, and Namhoon Kim. "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.

**Cao, Xiang**, Kevin J. Boyle, Shyamani Siriwardena and Thomas P. Holmes. "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.

**Cao, Xiang**, Darrell J. Bosch and Jim Pease. "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.

**Cao, Xiang**, Lisa O. House, Zhengfei Guan, Zhifeng Gao. "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.

**Cao, Xiang**, Zhengfei Guan, Gary E. Vallad. "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.

**Cao, Xiang**, Zhengfei Guan, Feng Wu. "An Overview of U.S. Blueberry Industry." Selected poster presentation, Florida Agriculture Exposition, Wimauma, FL, November 2013.

## **Project Funding**

---

2019      150,000 RMB/3 years, Research Start-up Fund from Sichuan University

## **Skills**

---

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

Language: English (fluent), Mandarin (native)

## **Referee Service**

---

Food Policy, AAEA Selected Presentation

## **Professional Membership**

---

American Agricultural Economics Association (AAEA)

American Economics Association (AEA)

American Society for Horticulture Science (ASHS)