

# Curriculum Vitae

Donald J. Liu

Department of Applied Economics  
College of Food, Agricultural and Natural Resource Sciences  
University of Minnesota

## CONTACT INFORMATION

Office: 116 D Ruttan Hall  
1994 Buford Avenue  
St. Paul, MN 55108-6040

Phone: 612-625-6765  
E-Mail: [dliu@umn.edu](mailto:dliu@umn.edu)  
Web: <http://www.apec.umn.edu/people/donald-liu>  
<http://www.mcee.umn.edu>

## EDUCATION

Ph.D. Department of Agricultural and Applied Economics, University of Minnesota, Twin Cities, 1985

M.S. Department of Agricultural Economics, California State University, Fresno, 1980

B.S. Department of Animal Husbandry, University of Chinese Culture, Taipei, Taiwan, 1975

## PROFESSIONAL EXPERIENCE

Executive Director, Minnesota Council on Economic Education, 2012~present

Professor, Dept. of Applied Economics, University of Minnesota, 2007~present

Morse-Alumni Distinguished Teaching Professor, Univ. of Minnesota, 2006~present

Associate Professor, Dept. of Applied Economics, Univ. of Minnesota, 1997~2007

Assistant Professor, Dept. of Applied Economics, Univ. of Minnesota, 1995~1997

Assistant Professor, Dept. of Economics, Iowa State University, 1990~1995

Research Associate, Dept. of Agricultural Economics, Cornell University, 1985~1989

## **AWARDS AND HONORS**

Senator: University of Minnesota Senate (2009~2012)

All-University Honors Program Professor: University of Minnesota, Twin Cities (2008~present)

National Award for Excellence in College and University Teaching in the Food and Agricultural Sciences (Regional Recipient): United State Department of Agriculture, 2007

Distinguished Undergraduate Teaching Award for More Than Ten Years' Experience: American Agricultural Economics Association, 2006

Horace T. Morse Distinguished Teacher Award for Outstanding Contributions to Undergraduate Education, University of Minnesota, 2006

Academy of Distinguished Teachers: University of Minnesota (inducted on 2006)

Fellow: Digital Media Center, University of Minnesota (inducted on 2005)

Senator: University of Minnesota Senate (2003~2005)

COAFES Distinguished Teacher: College of Agricultural, Food, and Environmental Sciences Teaching Award (Tenured Category), University of Minnesota, Twin Cities, 2001

Teaching Award of Merit: National Association of Colleges and Teachers of Agriculture, 2001

Outstanding Published Research (Honorable Mention): Western Agricultural Economics Association, 1994

Journal Article of the Year: Northeastern Agricultural and Resource Economics Association, 1991

## **SELECTED INSTITUTIONAL SERVICES**

### **National Level**

National Institute for Commodity Promotion Research and Evaluation Advisory and Steering Committee (1998~2009)

Agribusiness: An International Journal: Editorial Board (1008~2007)

USDA Higher Education Challenge Grant Review Panel (2008)

USDA National Research Initiatives: Markets and Trade Review Panel (1996, 2003, 2005)

USDA Dairy Promotion Research Evaluation Committee (1998)

American Agri. Economics Association Selected Paper Committee: Co-Chair (1998)  
American Agri. Econ. Association Annual Meeting Preparation Committee (1998)  
American Agri. Econ. Association Selected Papers Committee: Topic Leader (1995)  
Minneapolis Grain Exchange: Board of Directors (1999)

### **University Level**

Search Committee: Director of Center for Education Innovation (2005~present)  
All-University Honors Committee (2012~2015)  
President's Award for Outstanding Service Committee (2013)  
Morse-Alumni Teaching Awards Selection Committee (2008~2010)  
College in the Schools Advisory Board (2015~present)  
Program Coordinator: College in the Schools, Applied Economics (2007~present)  
Academic Review Committee: College of Continuing Education (2014~present)  
Academic Council: College of Continuing Education (2009~present)  
Resource Teacher: Center for Education Innovation (2004~2007, 2013~2015)  
Conference Planning Committee: Academic of Distinguished Teachers (2008~2009)  
Academic Technology Advisory Committee (2010~2013)  
Technology Enhanced Learning Council (2006~2007)  
Peer Teaching Evaluation Advisory Group (2007~2008)  
Responsible Conduct of Graduate Advising Working Group (2006~2007)  
Senator: University of Minnesota Senate (2009~2011, 2003~2005)

### **Collegiate Level**

Dean's Advisory Committee for International Programs Strategy (2015~present)  
International Programs Committee (2006~2007, 2008~2009, 2015~present)  
e-Learning Committee (2015)  
Honors and Awards Committee, Co-Chair (2008~2010)  
Honors and Awards Committee (2006~2008)  
Promotion and Tenure Committee (2007~2009)

Scholastic Affairs Committee (2003~2005)  
Student Learning Community Committee (2002~2004)  
Curriculum Committee (1999~2003)  
Curriculum Committee, Iowa State University (1993~1995)  
Transfer and Articulation Committee, Iowa State University (1993~1995)  
Faculty Oversight Committee (2010~2012)  
Diversity Catalyst Team (2006~2009)  
Faculty Development Committee, Co-chair (1998~1999)  
Faculty Development Committee (1997~1998)

**Departmental Level**

Awards Committee, Chair (2009~2014)  
Awards Committee (2003~2004, 2006~2009, 2015)  
Undergraduate Committee (1999, 2005~present)  
Undergraduate Committee, Chair (2000~2003)  
Curriculum Restructure Committee: Agri., Food and Business Management Program (2009)  
Graduate Committee (1996~2000, 2003~2005)  
Program Coordinator: Agricultural, Food and Business Management (2000~2003)  
Acting Program Coordinator: Agricultural, Food and Business Management (1999)  
Steering Committee: Center for International Food and Agri. Policy (2000~2007)  
Tenure and Promotion Committee: Agri. Education Program (2013~2014)  
Tenure and Promotion Committee: Department of Applied Economics (2004~2005)  
Search Committee: Dairy Marketing Assistant Professor Position (2010)  
Search Committee, Chair: Consumer Econ & Food Marketing Position (2008~2009)  
Search Committee: Food Marketing Assistant Professor Position (2004~2005)  
Search Committee: International Trade Assistant Professor Position (1997~1998)  
Outreach Committee (2006~2007)  
Priority Committee (1998~2003)

Ph.D. Field Exam Committee, Chair: Production & Marketing (2004~2005, 2007~2008)

Ph.D. Field Exam Committee, Chair: Consumption & Marketing (2000~2001)

Ph.D. Field Exam Committee, Chair: Marketing Field (1997~1998)

Ph.D. Field Exam Committee, Chair: Marketing (Iowa State University) (1994~1995)

Seminar Committee (1996~1998, 2003~2004)

Publication Committee (1995~1996)

Microeconomics Textbook Committee (Iowa State University) (1995)

Budget Advisory Committee (Iowa State University) (1993~1994)

Thesis Award Committee (Iowa State University) (1990~1991)

## **UNDERGRADUATE TEACHING**

ApEc 1101H: Principles of Microeconomics, Honors (4cr.)	2008F~2015F
ApEc 1101: Principles of Microeconomics, Section 1 (4cr.)	2011S~2015S
ApEc 1101: Principles of Microeconomics: Section 1 (3cr.)	2003F~2007F, 2009S~2010S
ApEc 1101: Principles of Microeconomics: Section 5 (3cr.)	2003F~2007F
ApEc 3001: Applied Microeconomics (4 cr.)	1996~98W, 98F, 00~03S, 05F
Agri 3000: International Field Study Seminar (3cr.)	2001S
ApEc 3991: Independent Study (3 cr.)	various semesters
Econ 335: Agricultural Marketing (4 cr.)	1992S~1993S, 93F, 95S
Econ 399: Agricultural Business Internship (3 cr.)	1993F

## **GRADUATE TEACHING**

ApEc 8803: Marketing Economics (2 cr.)	2003~05S, 07~08S, 10S, 12S
ApEc 8402: Marketing Economics (3 cr.)	2000S~2002S
ApEc 8245: Marketing Economics (3 cr.)	1997S, 1999W
ApEc 5401: Price Analysis, Futures & Options Mkts (3 cr.)	2000S, 2002S
ApEc 5480: Futures Markets and Prices (3 cr.)	1996W~1999W
ApEc 5991: Special Topics and Independent Study (3 cr.)	various semesters

Econ 534:	Math. Programming in Agr. & ApEc (3 cr.)	1990F, 1992F, 1994F
Econ 632:	Agr. Market Research & Decisions (3 cr.)	1994S

### **PROFESSIONAL DEVELOPMENT COURSES**

Online Microeconomics for High School Educators (3 cr.)	2014~2015 summer
Online Macroeconomics for High School Educators (3 cr.)	2015 summer

### **PUBLICATIONS AND PRESENTATIONS (Education Related)**

Liu, D.J. “Markets: Ideology or Reality.” Presented at Minnesota Historical Society to a group of social studies educators, November 16, 2015.

Liu, D.J. “Teaching Teachers and Engaging Students.” Presented at EconFest, Land O’Lakes, Arden Hills, MN, November 5, 2015.

Liu, D.J. “Introduction to Econ 101.” Presented at Jump\$tart Personal Finance Workshop for K-12 Teachers, University of Minnesota, July 13, 2015.

Liu, D.J. “Personal Finance Education for Senior Citizens: Live Long and Prosper.” Discussion panel, the Jean W. Bauer Community Dialogues: Addressing Financial Capacity Needs of Diverse Audiences through Community - Extension Partnerships, January 27, 2015, University of Minnesota.

B. Krause and D.J. Liu. Food Safety Unit: Student Guide. Minnesota Council on Economic Education, University of Minnesota, Twin Cities, 2015.

B. Krause and D.J. Liu. Food Safety Unit: Teacher Guide. Minnesota Council on Economic Education, University of Minnesota, Twin Cities, 2015.

B. Krause and D.J. Liu. Food Security Unit: Student Guide. Minnesota Council on Economic Education, University of Minnesota, Twin Cities, 2015.

B. Krause and D.J. Liu. Food Security Unit: Teacher Guide. Minnesota Council on Economic Education, University of Minnesota, Twin Cities, 2015.

Liu, D.J. and M. Rush. “Online Microeconomics for High School Teachers from Lake Wobegon and Beyond”, presented at the Annual Financial Literacy and Economic Education Conference, Council for Economic Education, Dallas, Texas, October 8-11, 2014.

Liu, D.J. “Preparing Teachers, Engaging Students, and Building Communities in Economic and Financial Literacy: The Minnesota Council on Economic Education.” An essay submitted by the University of Minnesota to the Association of Public and Land-Grant Universities for the 2014 C. Peter Magrath University Community Engagement Awards, March 2014.

- Liu, D.J. “Why Do We Teach Economics and Personal Finance to Young People?”, presented at EconFest, 3M, St. Paul, MN, November 8, 2012.
- Liu, D.J. “Empowering Parents for Student Achievement.” A keynote speech on the graduation ceremony for a group of minority parents in Eden Prairie High School, April 19, 2012.
- Liu, D.J., J.D. Walker, T.A. Bauer, and M. Zhao. “Facilitating Classroom Economics Experiments with an Emerging Technology: The Case of Clickers.” Staff Paper P08-10, Department of Applied Economics, University of Minnesota, October 2008.
- Liu, D.J. “Engaging Students with Classroom Technology.” Presented at the Academy of Distinguished Teachers’ Retreat on “Higher Education in the Next Decade: Where’s the U, Where are You, and Where are We, the ADT?” Oct 5-7, 2007, Rutger’s Bay Lake Lodge, Deerwood, MN 56444.
- Liu, D.J. “Teaching Tips from Top Teachers: 2006 AAEEA Recipients.” Presented at the American Agricultural Economics Association Annual Meeting, July 29 - August 1, 2007, Portland, Oregon.
- Liu, D.J., J.D. Walker, T.A. Bauer, and M. Zhao. “Facilitating Classroom Experiments in Social Sciences with an Emerging Technology: The Case of Clickers.” Presented at the American Agricultural Economics Association Annual Meeting, July 29 - August 1, 2007, Portland, Oregon.
- Liu, D.J., J.D. Walker, T.A. Bauer, and M. Zhao. “Facilitating Classroom Experiments in Social Sciences with an Emerging Technology: The Case of Clickers.” Presented at “Enhancing Student Learning: Conversations about Research and Practice,” April 23, 2007, McNamara Alumni Center, University of Minnesota.
- Liu, D.J., J.D. Walker, Theresa A. Bauer, and Meng Zhao. “Learning in the Pit: Experiments in Economics and Teaching.” Transform: Scholarship, Teaching, Learning, v.2, no.2, October 2007, p.1 & p.5.
- Wingert, D., T. Molitor, C. Hassel, A. Lee, K. Smith, A. Erdman, D.J. Liu, and M. Guzowski. “Supporting Early Career Faculty: Lessons Learned.” Presented at the annual conference of the Professional and Organizational Development (POD) Network in Higher Education, October 25 - 29, 2006, Portland, Oregon.
- Liu, D.L. “PRS: Personal Response System.” Presented in a workshop entitled, “Energizing Assessment.” University of Minnesota, Monday, College of Agricultural, Food and Environmental Sciences and College of Veterinary Medicine, December 8<sup>th</sup>, 2003.
- Liu, D.L. “PRS: Personal Response System.” Presented at Conference on Video and Wireless Technology, University of Minnesota, October 7, 2003.

- Liu, D.L. "Introduction to Futures Markets." Present at Cargill's Commodity Challenge Workshop, Cargill Office Center, Minneapolis, October 4, 1998.
- Office of Information Technology, University of Minnesota: "Students Talk Back in the Lecture Hall," by Lauren Marsh, July 12, 2007, pp. 1-2. (an article about my teaching)
- Shoreview-Arden Hills Bulletin: "Arden Hills resident receives award for excellence in teaching," by Mehgan Lee, May 17, 2006, pp. 1 & 5 (an article about a teaching award I received)
- Minneapolis Star Tribune: "At U, raising your hand in class goes high tech," by Mary Jane Smetanka, November 28, 2005, pp. A1 & A6 (a front-page article on my teaching)

## RESEARCH PUBLICATIONS

### Journal Articles

- Wang, Y., S. Zhao, Z. Yang, and D.J. Liu. "Food versus Crude Oil: What Do Prices Tell Us? Evidence from China." *China Agricultural Economic Review*, 7(Number 3, 2015): 435-447.
- Boetel, B.L., and D.J. Liu. "Estimating Structural Changes in the Vertical Price Relationships in U.S. Beef and Pork Markets." *Journal of Agricultural and Resource Economics*, 35(Number 2, 2010): 228-244.
- Adachi, K. and D.J. Liu. "Estimating Threshold Effects of the U.S. Generic Fluid Milk Advertising." *Amer. J. Agr. Econ.* 92(Number 3, 2010): 727-739.
- Adachi, K. and D.J. Liu. "Estimating Long-run Price Relationship with Structural Change of Unknown Timing: An Application to the Japanese Pork Market." *Amer. J. Agr. Econ.* 91(Number 5, 2009): 1440-1447.
- Boetel, B.L., R. Hoffmann, and D.J. Liu. "Estimating Investment Rigidity within a Threshold Regression Framework: The Case of U.S. Hog Production Sector." *Amer. J. Agr. Econ.*, 89(February 2007): 36-51.
- Boetel, B.L., and D.J. Liu. "Evaluating the Effect of Generic Advertising and Food Health Information within a Meat Demand System." *Agribusiness: An International Journal* 19(Summer 2003):345-354.
- Kaiser, H.M., D.J. Liu and T. Consignado. "An Economic Analysis of California Raisin Export Promotion." *Agribusiness: An International Journal* 19(Spring 2003):189-201.
- Liu, D.J. "Distributional Impacts of Generic Advertising: Comments." *Amer. J. Agr. Econ.* 82 (August 2000):679-681.

- Kaiser, H.M., and D.J. Liu. "The Effectiveness of Generic vs. Branded Advertising: The Case of U.S. Dairy Promotion." *Rev. of Agr. Econ.* 20(1998): 69-79.
- Pritchett, J.G., D.J. Liu, and H.M. Kaiser. "Optimal Choice of Generic Milk Advertising Expenditures by Media Outlet." *J. Agr. and Res. Econ.* 23(1998):155-169.
- Liu, D.J., C. H. Sun, and H. M. Kaiser. "Market Conduct under Government Price Intervention in the U.S. Dairy Industry." *J. of Agr. and Resource Econ.* 20(1995): 301-315.
- Lei, L. F., D.J. Liu, and A. Hallam. "Solving for Optimal Futures and Options Positions Using a Simulation-Optimization Technique." *J. of Futures Markets* 15(1995): 559-571.
- Lei, L. F., and D.J. Liu. "Agricultural Cooperation Between the Republic of China on Taiwan and the United States." *Industry of Free China* LXXXII(1994):137-144.
- Chung, P. J., and D.J. Liu. "Common Stochastic Trends in Pacific Rim Stock Markets." *Quart. Rev. of Econ. and Finance.* 34(1994):241-259.
- Liu, D.J., P. J. Chung, and W. H. Meyers. "The Impact of Domestic and Foreign Macroeconomic Variables on U.S. Meat Exports." *Agr. and Resource Econ. Rev.* 22(1993):210-221.
- Govindasamy, R., D.J. Liu, and J. Kliebenstein. "Impacts of PST on Optimal Production and Marketing Decisions of a Grow-Finish Hog Farm Operation." *Agr. and Resource Econ. Rev.* 22(1993):166-174.
- Liu, D.J., H. M. Kaiser, T. D. Mount, and O.D. Forker. "Modeling the U.S. Dairy Sector with Government Intervention." *Western J. Agr. Econ.* 16(1991):360-373.
- Liu, D.J., H. M. Kaiser, O.D. Forker, and T. D. Mount. "An Economic Analysis of the U.S. Generic Dairy Advertising Program Using an Industry Model." *Northeastern J. Agr. Econ.* 19(1990):37-48.
- Liu, D.J., and O.D. Forker. "Optimal Control of Generic Fluid Milk Advertising Expenditures." *Amer. J. Agr. Econ.* 72(1990):1047-1055.
- Kaiser, H. M., D. H. Streeter, and D.J. Liu. "Welfare Comparisons of U.S. Dairy Policies with and without Mandatory Supply Control." *Amer. J. Agr. Econ.* 70(1988): 848-858.
- Liu, D.J., and O.D. Forker. "Generic Fluid Milk Advertising, Demand Expansion, and Supply Response: The Case of New York City." *Amer. J. Agr. Econ.* 70(1988): 229-236.
- Kaiser, H. M., D. H. Streeter, and D.J. Liu. "Price Versus Stock Effect Policies for Reducing Excess Milk Production." *Western J. Agr. Econ.* 13(1988): 277-284.

Kaiser, H. M., D. H. Streeter, and D.J. Liu. "An Economic Evaluation of the Food Security Act of 1985: The Dairy Title." *J. Dairy Science*. 71(1988): 2799-2801.

### **Working Papers**

Boetel, B.L., and D.J. Liu. "Incorporating Structural Changes in Agricultural and Food Price Analysis: An Application to the U.S. Beef and Pork Sectors." Working Paper 08-02, The Food Industry Center, University of Minnesota, October 2008.

Adachi, K. and D.J. Liu. "Estimating Threshold Effects of Generic Fluid Milk Advertising." *\_NICPRE Quarterly\_*, v.13, no.3, Third Quarter 2007.

Adachi, K. and D.J. Liu. "The Threshold Effect of Advertising Expenditures: The Case of U.S. Generic Fluid and Cheese Advertising." Staff Paper P06-8, Department of Applied Economics, University of Minnesota, May 2006.

Boetel, B.L., R. Hoffmann, and D.J. Liu. "Estimating Investment Rigidity within a Threshold Regression Framework: The Case of U.S. Hog Production Sector." Staff Paper P04-12, Department of Applied Economics, University of Minnesota, September 2004.

Liu, D.J. "Market Issues Pertaining to Poverty Reduction in Latin America." Staff Paper P02-11, Department of Applied Economics, University of Minnesota, October 2002.

Antonovitz, F., B. Buhr, and D.J. Liu. "Vertical Integration Incentives in Meat Product Markets." Department of Applied Economics, Staff Paper P96-13, University of Minnesota, August 1996.

Antonovitz, F., and D.J. Liu. "A Hedonic Price Study of Pesticides in Fruits and Vegetables." Working Paper WP96-4, Department of Applied Economics, Center for International Food and Agricultural Policy, University of Minnesota, November 1996.

Govindasamy, R., D.J. Liu, and J. Kliebenstein. "Economic Impacts of PST on a Farrow-to-Finish Hog Farm Operation." Department of Economics, Staff Paper No. 248, Iowa State University, February 1993.

Chung, P. J., and D.J. Liu. "The Random Trend in Stock Price Change Stays Mainly in the Cointegration Plane." Department of Economics, Staff Paper No. 247, Iowa State University, February 1993.

Liu, D.J., P. J. Chung, and W. H. Meyers. "Monetary Policy, Fiscal Deficit, Exchange Rate and U.S. Meat Exports." Dept. of Econ, Staff Paper 246, Iowa State University, January 1993.

Liu, D.J. "Child Nutrition Meal Cost Methodology Study: Comments," appeared in a publication by FNS, USDA, 1993.

- Liu, D.J., H. M. Kaiser, T. D. Mount, and O.D. Forker. "Modeling the U.S. Dairy Sector with Government Intervention." Department of Agricultural Economics, A.E. Research No. 90-16, Cornell University, August 1990.
- Liu, D.J., H. M. Kaiser, O.D. Forker, and T. D. Mount. "The Economic Implications of the U.S. Generic Dairy Advertising Program: An Industry Model Approach." Department of Agricultural Economics, A.E. Research No. 89-22, Cornell University, November 1989.
- Forker, O.D., and D.J. Liu. "Generic Dairy Promotion Economic Research: Past, Present, and Future." Department of Agricultural Economics, Staff Paper No. 89-34, Cornell University, October 1989.
- Liu, D.J., and O.D. Forker. "Optimal Fluid Milk Advertising in New York State: A Control Model." A.E. Working Paper 89-4, Dept of Agricultural Econ, Cornell University, 1989.
- Liu, D.J., H. M. Kaiser, O.D. Forker, and T. D. Mount. "Estimating Endogenous Switching Systems for Government Interventions: The Case of the Dairy Sector." A.E. Working Paper 88-11, Department of Agricultural Economics, Cornell University, 1988.
- Forker, O.D., and D.J. Liu. "Generic Agricultural Commodity Advertising and Promotion: Program Evaluation." A Fact Sheet produced by the Northeast Regional Committee on Commodity Promotion Programs (NEC-63) and published in March 1988 by the Department of Agricultural Economics, Cornell University (A.E. Extension 88-3).
- Liu, D.J., and O.D. Forker. "In Search of Optimal Control Models for Generic Commodity Promotion." A.E. Working Paper 88-5, Dept of Agr Econ, Cornell University, 1988.
- Forker, O.D., D.J. Liu, and S. J. Hurst. "Dairy Sales Data and Data Needed to Measure Effectiveness of Dairy Advertising." A.E. Research 87-25, Department of Agricultural Economics, Cornell University, 1987.
- Kaiser, H. M., D. H. Streeter, and D.J. Liu. "A Dynamic Analysis of the Food Security Act and the Harkin-Gephardt Bill: The Dairy Sector." A.E. Research 87-22, Department of Agricultural Economics, Cornell University, 1987.
- Forker, O.D., and D.J. Liu. "An Empirical Evaluation of the Effectiveness of Generic Advertising: The Case of Fluid Milk in New York City." A.E. Research 86-12, Department of Agricultural Economics, Cornell University, 1986.
- Liu, D.J., and T. L. Roe. "A Note On the Optimal Hedge Ratio: A Revisit." Staff Paper 86-17, Department of Agricultural Economics, Cornell University, 1986.

## **Book Chapters and Proceedings**

- Kaiser, H.M. D.J. Liu, and T. Consignado. "An Economic Analysis of California Raisin Export Promotion," in *The Economics of Commodity Promotion Programs: Lessons from California* (edited by H.M. Kaiser, J. Alston, Crespi, and R. Sexton), Peter Lang Publishing, Inc., New York, NY, 2005, pp. 209-224.
- Pritchett, J.G., and D.J. Liu. "Estimating Backward Integration into a Primary Input Market: The Case of the U.S. Pork Industry," in the *Proceedings of NE-165 Conference on Consolidation of the U.S. Meat Industry*, Washington, D.C., February 25-26, 1999.
- Antonovitz, F., B. Buhr, and D.J. Liu. "International Vertical Markets in Processed Foods," in *Global Markets for Processed Foods: Theoretical and Practical Issues* (edited by J. Kinsey, D. Henderson, I. Sheldon, and D. Pick), Westview Press, 1998, pp.181-196.
- Pritchett, J.G., and D.J. Liu. "Estimating Backward Integration into a Primary Input Market: The Case of the U.S. Pork Industry," in the *Proceedings of the 6<sup>th</sup> Joint Conference on Food, Agriculture, and the Environment* (edited by T. Tempesta and M. Thiene), University of Minnesota, Aug 31 - Sept 2, 1998.
- Kaiser, H.M., and D.J. Liu "The Effectiveness of Generic vs. Branded Advertising: The Case of U.S. Dairy Promotion," in *Economic Evaluation of Commodity Promotion Programs in the Current Legal and Political Environment* (edited by J.L. Ferrero and C. Clary), National Institute for Commodity Promotion Research and Evaluation, Cornell University, Ithaca, New York, 1997, pp.65-81.
- Antonovitz, F., and D.J. Liu. "A Hedonic Price Study of Pesticides in Fruits and Vegetables," in *Proceedings of the 5th Joint Conference on Agriculture, Food and the Environment* (University of Padova and University of Minn.), Abano Terme, Italy, June 17-18, 1996.
- Liu, D.J. "Strategic Export Promotion: An Introduction," in *New Methodologies for Commodity Promotion Economics* (edited by H.M. Kaiser, H.W. Kinnucan, and J.L. Ferrero), Ithaca, New York: National Institute for Commodity promotion Research and Evaluation, Cornell University, 1996, pp. 155-177.
- Liu, D.J. "Strategic Export Promotion: An Introduction," in *Commodity Promotion Economics: A Symposium in Honor of Olan Forker's Retirement* (edited by J. Ferrero and H. M. Kaiser), Ithaca, New York: National Institute for Commodity promotion Research and Evaluation, Cornell University, 1996, pp. 19-33.
- Liu, D.J., J. M. Conrad, and O.D. Forker. "An Economic Analysis of the New York State Generic Fluid Milk Advertising Program using an Optimal Control Model," in *Commodity Advertising and Promotion* (edited by H.W. Kinnucan, S.R. Thompson, and H.S. Chang), Iowa State University Press, 1992, pp.319-335.

Kaiser, H. M., D.J. Liu, T. D. Mount, and O.D. Forker. "Impacts of Dairy Promotion from Consumer Demand to Farm Supply," in *Commodity Advertising and Promotion*. (edited by H.W. Kinnucan, S.R. Thompson, and H.S. Chang), Iowa State University Press, 1992, pp.40-57.

Govindasamy, R., D.J. Liu, and J. Kliebenstein. "Economic Impact of pST on a Farrow-to-Finish Hog Farm Operation," in *Proceedings of Western Agricultural Economics Association 1992 Annual Meeting*, July 1992, Colorado Springs, Colorado, pp. 242-248.

Liu, D.J., and T. L. Roe. "A Note on Composite Forecasting Technique: The Case of Multiple-Step-Ahead," in *Proceedings of the NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Risk Management*, May 1985, Chicago, Illinois, pp. 63-74.

### **Popular Press Articles**

Kaiser, H.M. and D.J. Liu. "An Economic Analysis of California Raisin Export Promotion." *NICPRE Quarterly*, Vol.7, No.2, 2<sup>nd</sup> Quarter, 2001.

Pritchett, J.G., D.J. Liu, and H.M. Kaiser. "Evaluating the Milk Advertising Dollar." *Minnesota Agricultural Economist*, No. 689, Summer 1997, pp.1-4.

Pritchett, J.G., D.J. Liu, and H.M. Kaiser. "A Bigger Bang for the Milk Advertising Buck?" *NICPRE Quarterly*, Vol. 3, No. 2, 1997, p.1 and p.4.

Forker, O.D., and D.J. Liu. "Commodity Promotion: Who Benefits and By How Much?" *Choices*, 3rd Quarter, 1989, pp. 8-11.

Forker, O.D., S. J. Hurst, and D.J. Liu. "Better Evaluation Procedures are Needed for Dairy Promotion." *Hoards Dairymen*, Vol. 133, No. 11, June 1988, p. 527.

liu, D.J., H. M. Kaiser, and O.D. Forker. "Head in the Right Direction: Choose the Correct Theory and Facts." *New England Farmer*, Vol. 10, No. 12, December 1986, pp. 6-7.

Forker, O.D., and D.J. Liu. "Does Dairy Promotion Work? It is Hard to Tell, Say Researchers." *New England Farmer*, Vol. 10, No. 10, October 1986, pp. 12-13.

Liu, D.J., and O.D. Forker. "How Effective is Milk Promotion? Several Studies Evaluating Effects." *New England Farmer*, Vol. 10, No. 5, May 1986, pp. 20-21.

## RESEARCH PRESENTATIONS

**(S = selected, I = invited, C = contributed, P = poster,  
M = moderator, D = discussant, W = working seminar, V = interview)**

- [S] “Food Versus Crude Oil: What Does Prices Tell Us? Evidence from China.” Selected Paper presented at the Agricultural and Applied Economics Association Annual Meeting, Minneapolis, MN, July 27-29, 2014
- [S] “Technical Efficiency in Bangladesh Rice Production: Are There Threshold Effects in Farm Size?” Selected poster presented at Agricultural and Applied Economics Association Annual Meeting, Denver, Colorado, July 25-27, 2010. Online at <http://purl.umn.edu/61260>
- [S] “The effects of New Cooperative Medicine Scheme coverage on health outcomes and health care in rural China. Selected poster presented at Agricultural and Applied Economics Association Annual Meeting, Denver, Colorado, July 25-27, 2010. Online at <http://purl.umn.edu/61260>
- [I] “Estimating Long-run Price Relationship with Structural Change of Unknown Timing: An Application to the Japanese Pork Market .” An Invited Paper presented at the AAEA Annual Meeting, Milwaukee, Wisconsin, July 26-28, 2009.
- [I] “Further Evidence of Price Transmission and Asymmetric Adjustment in the U.S. Beef and Pork Sectors.” Presented in Department of Applied Economics, University of Minnesota, October 9, 2008.
- [S] “Further Evidence of Price Transmission and Asymmetric Adjustment in the U.S. Beef and Pork Sectors.” A selected paper presented at the AAEA Annual Meeting, Orlando, Florida, July 29, 2008.
- [I] “Frontier Food Price Analysis: Issues, Methods, and Further Evidences.” Presented in Department of Agricultural Economics, National Taiwan University, Taipei, Taiwan, June 13, 2008.
- [S] “The Threshold Effect of Advertising Expenditures: The Case of U.S. Generic Fluid and Cheese Advertising.” Presented at the American Agricultural Economics Association Annual Meeting, July 23-26, 2006, Long Beach, CA.
- [I] “The Threshold Effect of Advertising Expenditures: The Case of U.S. Generic Fluid and Cheese Advertising.” Presented at the Annual Meeting of the Advisory Board of the National Institute for Commodity Promotion Research and Evaluation, Orlando, Florida, February 10, 2006.
- [I] “Core Competence of Agricultural Enterprises: Discussion.” Presented at the International Symposium on China Agricultural Policy Analysis, Beijing, China, June 23-24, 2004.

- [P] "The Supply of Daily Labor in Rural Bangladesh: Determinants and Gender Bias." A poster presented at the IAAE Conference, August 2003, Durban, South Africa.
- [I] "Market Issues Pertaining to Poverty Reduction in Latin America." Presented at the International Conference on Agricultural Policies and Development Strategies – Food Security and Agricultural Marketing, National Taiwan University, Taipei, Taiwan, September 3-4, 2002.
- [S] "Disentangling the Effects of Generic Advertisement from Health Information within a Meat Demand System." Presented at the American Agricultural Economics Association Annual Meeting, July 28-31, 2002, Long Beach, CA.
- [S] "Empirical Analysis of Hysteresis in Rural Labor Markets in a Developing Country: The Case of Bangladesh." Presented at the American Agricultural Economics Association Annual Meeting, Chicago, Illinois, August 5-8, 2001.
- [P] "Testing Hysteresis in U.S. Hog Production." A poster presented at the American Agricultural Economics Association Annual Meeting, Chicago, Illinois, August 5-8, 2001.
- [S] "An Analysis of the Price-Wage Relationship in Bangladesh: Sunk Costs as a Source of Hysteresis." Presented at the American Agricultural Economics Association Annual Meeting, Tampa, Florida, July 30 - August 2, 2000.
- [S] "Determining Factors Contributing to the Collapse of U.S. Hog Market Prices." Presented at the American Agricultural Economics Association Annual Meeting, Tampa, Florida, July 30 - August 2, 2000.
- [C] "Determining Factors Contributing to the Collapse of U.S. Hog Market Prices." Presented at the 7<sup>th</sup> Joint Conference on Food, Agriculture and the Environment, Bologna, Italy, June 12 - 14, 2000.
- [I] "Distributional Impacts of Generic Promotion: Comments." Presented at the Allied Social Science Association Annual Meeting, Boston, Massachusetts, January 7-9, 2000.
- [S] "Modeling Price Impacts of Backward Integration in the U.S. Pork Industry." Presented at the American Agricultural Economics Association Annual Meeting, Nashville, Tennessee, August 8-11, 1999.
- [S] "Modeling Price Impacts of Backward Integration in the U.S. Pork Industry." Presented at the NE-165 conference on "Consolidation of the U.S. Meat Industry," Washington, D.C., Feb 25-26, 1999.
- [S] "Estimating Backward Integration into a Primary Input Market: The Case of U.S. Pork Industry." Presented at the 6<sup>th</sup> Joint Conference (University of Minnesota and

several Italian universities), Minneapolis, Minnesota, August 31 - September 2, 1998.

- [M] Serve as a moderator in a selected paper session entitled, "Regional Trade Liberalization in the Western Hemisphere," at the American Agricultural Economic Association Annual Conference, Salt Lake City, Utah, August 2-5, 1998.
- [D] Serve as a discussant in a paper session entitled, "Futures Markets and Hedging Strategies," at the American Agricultural Economic Association Annual Conference, Salt Lake City, Utah, August 2-5, 1998.
- [D] Serve as a discussant in a paper session entitled, "New Frontiers in Economics of Commodity Promotion," at the Western Economic Association International 73<sup>rd</sup> Annual Conference, Lake Tahoe, Nevada, June 28 - July 2, 1998.
- [C] "Optimal Milk Advertising by Media Type." Presented at the NEC-63 Conference on Design Media and Delivery, Orlando, Florida, March 30-31, 1998.
- [S] "The Effectiveness of Generic vs. Branded Advertising: The Case of U.S. Dairy Promotion." Presented at the American Agricultural Economics Association Annual Meeting, Toronto, ON, Canada, July 27 - 30, 1997.
- [S] "Optimal Choice of Generic Milk Advertising Expenditures by Media Type." Presented at the Western Agri. Econ. Association Annual Meeting. Reno, Nevada, July 13 - 16, 1997.
- [C] "The Effectiveness of Generic vs. Branded Advertising Expenditures: The Case of U.S. Dairy Promotion Program." Presented at the NEC-63 Conference on Legal Issues Relevant to Commodity Promotion Programs, Monterey, California, October 7-8, 1996.
- [M] Chaired a selected paper session entitled, "Testing Unit Root and Cointegration Analysis Using Agricultural market Data," at the American Agricultural Economics Association Annual Meeting, San Antonio, Texas, July 28 - 31, 1996.
- [I] "International Vertical Markets in Processed Foods." Presented in the Symposium on Global Markets for Processed Foods: Theoretical and Practical Issues (International Agricultural Trade Research Consortium and the Retail Food Industry Center, University of Minnesota), Minneapolis, Minnesota, June 28-29, 1996.
- [C] "Uno studio edonico dei prezzi dei pesticidi per frutta e verdure." Presented at the 5th Joint Conference on Agriculture, Food and the Environment (University of Padova - Minnesota), Abano Terme, Italy, June 17-18, 1996.
- [I] "Strategic Export Promotion: An Introduction." Presented at Commodity Promotion Economics: A Symposium In Honor of Olan Forker's Retirement, Cornell University, February 2, 1996.

- [C] "Strategic Export Promotion: An Introduction." Presented at the NEC-63 Conference on New Methodologies for Commodity Promotion Economics, Sacramento, California, October 5-6, 1995.
- [S] "A Hedonic Price Study of Pesticides in Fruits and Vegetables." Presented at the American Agricultural Economics Association Annual Meeting, Indianapolis, IN, August 6-9, 1995.
- [I] Invited by the Taiwanese government to attend its 1995 National Development Conference (Taipei, August 17-22, 1995).
- [W] "Assessing the Impact of Japanese Beef Tariff Reductions within a Framework of Export Rivalry." Presented in the Department of Agricultural and Applied Economics, University of Minnesota, March 2, 1995.
- [C] "The Impact of Japanese Beef Tariff Reductions on Beef Trade in Japan." Presented to the S-256 International Trade Regional Research Committee, Nov. 11, 1994, Charleston S.C.
- [S] "Estimating Market Conduct of the U.S. Dairy Industry within a Switching Regime Framework." Presented at the American Agricultural Economics Association Annual Meeting, San Diego, California, August 7-10, 1994.
- [W] "Estimating Market Conduct with a Switching Regime Framework: The Case of the U.S. Dairy Industry." Presented in the Department of Agricultural and Applied Economics, University of Minnesota, April 1, 1994.
- [W] "Estimating Market Conduct with a Switching Regime Framework: The Case of the U.S. Dairy Industry." Presented in the Dept. of Econ., Iowa State University, March 2, 1994.
- [C] "The Little Dragon, the Immortal Dinosaur, and Their Economic Cooperation in Agriculture." presented to the Ames Taiwanese/Chinese community, October 27, 1993.
- [I] "The Little Dragon, the Immortal Dinosaur, and Economic Cooperation in Agriculture." presented at the 17th Joint Business Conference of ROC - USA & USA - ROC Economic Councils, Hilton Head, South Carolina, September 24, 1993.
- [M] Chaired a selected paper session entitled, "Applications in Mathematical Programming and the Analysis of Survey Data," at the American Agricultural Economics Association Annual Meeting, Orlando, Florida, August 1-4, 1993.
- [S] "The Random Trend in Stock Price Change Stays Mainly in the Cointegration Plane: The Case of Pacific Rim Countries." Presented at the Western Economics Association Annual Meeting, Lake Tahoe, Nevada, June 20-24, 1993.

- [S] "An Analysis of Alternatives to the Dairy Price Support Program." Presented at the Western Economics Association Annual Meeting, Lake Tahoe, Nevada, June 20-24, 1993.
- [C] "A Comparison between the Bush and Clinton Economic Programs: Potential Impacts on Taiwan and China." Presented to the Ames Taiwanese/Chinese community, October 24, 1992.
- [W] "The Random Trend in Stock Price Change Stays Mainly in the Cointegration Plane: The Case of Pacific Rim Countries." Presented in the Department of Economics, Iowa State University, October 21, 1992.
- [W] "Economic Impact of pST on a Farrow-to-Finish Hog Farm Operation." Presented in the Department of Economics, Iowa State University, October 6, 1992.
- [S] "The Impact of Domestic and Foreign Macroeconomic Variables on U.S. Meat Exports." Presented at the Amer. Agri. Economics Association Annual Meeting, Baltimore, Maryland, August 9-12, 1992.
- [S] "Economic Impact of pST on a Farrow-to-Finish Hog Farm Operation." Presented at the Western Agricultural Economics Association Annual Meeting, Colorado Springs, Colorado, July 1992.
- [W] "Strategic Trade and Impact of Tariff Reduction: The Case of the Japanese Beef Market." Presented in the Department of Economics, Iowa State University, March 24, 1992.
- [W] "Monetary Policy, Fiscal Deficit, Current Account, and Meat Exports: Structural VAR with Error Correction." Presented in the Department of Economics, Iowa State University, December 4, 1991.
- [C] "Monetary Policy, Fiscal Deficit, Current Account, and Meat Exports." Presented to the S-224 International Trade Regional Research Committee, November 8, 1991.
- [S] "Evaluating the Effectiveness of Export Promotion and Marketing Activities." Presented at the International Association of Agricultural Economists Conference, Tokyo, Japan, August 22-28, 1991.
- [M] Served as a discussion leader of an organized symposium entitled, "Marketing and Promotion Strategies for Exporting Agricultural Commodities," at the International Association of Agricultural Economists Meeting, Tokyo, Japan, August 22-28, 1991.
- [V] "The Economic Feasibility of a Generic Fruit and Vegetable Advertising Program," telephone interviewed by Barbara El-Osta from the General Accounting Office, February 8, 1991.

- [V] "Ranking the Effectiveness of Various Commodity Promotion Programs in the United States," telephone interview by Staff Member from the Farm Journal Magazine, January 7, 1991.
- [W] "The National Dairy Promotion Evaluation Model at Cornell." Presented at a USDA/ERS Dairy Promotion Evaluation Research Workshop, November 7, 1990.
- [S] "An Econometric Model of Government Intervention in the Dairy Sector." Presented at the American Agricultural Economics Association Annual Meeting, Vancouver, British Columbia, August 1990.
- [I] "The Supply and Demand Management Policies of the United States." Presented to the Pig Research Institute, Taiwan, December 1989.
- [I] "Dairy Promotion Research: Past, Present, and Future." Presented to the American Dairy Association & Dairy Council, November 1989.
- [I] "Dairy Promotion Research: Past, Present, and Future." Presented to the New York State Dairy Promotion Advisory Board, October 1989
- [I] "Optimal Seasonal Allocation of Fluid Milk Advertising Expenditures in the New York State." Presented to D'ARCY Advertising Agency (Chicago) Media Planners, October 1989.
- [S] "Impacts of Generic Dairy Promotion on the Retail, Wholesale, and Farm Sectors of the U.S. Dairy Market." Presented at the Amer. Agri. Econ. Assoc. Annual Meetings, August 1989.
- [I] "The Effectiveness of the U.S. Generic Dairy Advertising Program: A Multiple Markets Analysis." Presented to the USDA Dairy Promotion Oversight Committee, July 1989.
- [I] "The Effectiveness of the National Dairy Promotion Program." Presented to the New York State Dairy Promotion Advisory Board, June 1989.
- [W] "The Art of Dairy Economic Research." Presented in the MRCA Marketing Cooperative (New York) Training Workshop for Summer Student Workers, June 1989.
- [I] "The Effectiveness of the New York State Fluid Milk Promotion Program." Presented to the New York State Dairy Promotion Advisory Board, May 1989.
- [W] "The Effectiveness of U.S. Generic Dairy Advertising Program: A Multiple Markets Analysis." Presented in the Dept. of Agri. Economics, Cornell University, February 1989.
- [C] "An Economic Analysis of the New York State Generic Fluid Milk Advertising Program Using an Optimal Control Model." Presented at the NEC-63 Research Conference on Commodity Advertising and Promotion, February 1989.

- [C] "Impacts of Dairy Promotion from Consumer Demand to Farm Supply." Presented at the NEC-63 Research Conference on Commodity Advertising and Promotion, February 1989.
- [W] "Optimal Control of Generic Dairy Promotion with Endogenous Supply Response and Government Intervention." Presented in the Dept. of Agri. Economics, Cornell University, January 1989.
- [W] "Modeling Government Intervention with Endogenous Switching System: An Application to the Dairy Sector." Presented in the Dept. of Agri. Economics, University of Illinois, September 1988.
- [W] "Modeling Government Intervention with Endogenous Switching System: An Application to the Dairy Sector." Presented in the Dept. of Economics, Iowa State University, October 1988.
- [W] "Modeling the Dairy Sector as a Two-Regime System." Presented in the Dept. of Agri. Economics, Cornell University, August 1988.
- [W] "In Search of Optimal Control Models for Commodity Promotion." Presented in the Dept. of Agri. Economics, Cornell University, July 1988.
- [I] "Working Toward the Development of a Good Data Set and a User Friendly Management Information System That Are Needed for the Dairy Promotion Business." Presented to the National Dairy Promotion and Research Board, October 1987.
- [I] "Dairy Sales Data and Data Needed to Measure Effectiveness of Dairy Advertising." Presented to the USDA Dairy Promotion Oversight Committee, September 1987.
- [M] Chaired a selected paper session entitled, "Risk and Uncertainty in Agricultural Production," at the Amer. Agri. Econ. Assoc. Annual Meeting, August 1987.
- [W] "Data Needed to Measure Effectiveness of Generic Dairy Promotion." Presented in the Dept. of Agri. Economics, Cornell University, June 1987.
- [W] "A Dynamic Analysis of the 1985 Food Security Act: The Dairy Title." Presented in the Dept. of Agri. Economics, Cornell University, May 1987.
- [W] "A Realistic Portfolio Model for a Fictitious Feed Cattle Producer." Presented in the Dept. of Agri. Economics, Cornell University, April 1987.
- [I] "How Effective is Milk Promotion in New York City?" Presented to the USDA Dairy Promotion Oversight Committee, July 1986.
- [I] "The Effectiveness of the New York City Fluid Milk Promotion Program." Presented to the New York State Dairy Promotion Advisory Board, May 1986.

- [W] "Estimating Advertising Response Coefficient Using a Transfer Function Approach." Presented in the Dept. of Agri. Economics, Cornell, Feb. 1986.
- [W] "Risk Management in a Dynamic Economic Setting with Cash and Futures Marketing Alternatives: The Case of Fed Cattle Industry." Presented in the Dept. of Agri. Econ., Texas A&M, October 1985.
- [S] "A Note on Composite Forecasting Technique: The Case of Multiple-Step-Ahead." Presented at the NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, May 1985.