

---

CURRICULUM VITÆ

---

**Nadia A. Streletskaya**

Applied Economics Department, Oregon State University  
307E Ballard Extension Hall, Corvallis, OR 97331  
347.735.1787  
n.streletskaya@gmail.com

---

PROFESSIONAL EXPERIENCE

---

**Associate Professor** (with tenure), Applied Economics Department, Oregon State University (since 2023)  
**Assistant Professor**, Applied Economics Department, Oregon State University (2016 – 2023)  
**Director**, Applied Experimental Economics Lab (AEELab), Oregon State University (since 2017)  
**CBEAR Fellow**, University of Delaware and Johns Hopkins University (since 2018), The Center for Behavioral and Experimental Agri-Environmental Research (CBEAR)

---

EDUCATION

---

May 2016      **Ph. D.**, Applied Economics and Management,  
Cornell University, Ithaca, NY.  
*Fields: Food Demand, Experimental and Behavioral Economics*

---

RESEARCH AREAS

---

Food demand, information and consumer behavior, consumer preferences, marketing, labeling, nutrition, behavioral and experimental economics methods.

---

PUBLICATIONS

---

PEER-REVIEWED JOURNAL ARTICLES

Citations: 719; h-index: 12 (Google Scholar metrics)

1.    **Unhealthy food, regulations, and consumer welfare: The US microwaveable popcorn market.** Christoph Bauner, Debi Prasad Mohapatra, Nadia Streletskaya, Emily Wang. *Economic Inquiry*, 62(4): pp. 1558-1578, 2024.
2.    **Uncorking the virtual frontier of wine experiences: interest drivers and potential consumers' profile.** Giulia Gastaldello, Guenter Schamel, Nadia Streletskaya, and Luca Rossetto. *International Journal of Contemporary Hospitality Management* 36(8): pp. 2632-2652.
3.    **Tasting and consumer demand for wine: do peers and experts matter?** Nadeeka Weerasekara. and Nadia Streletskaya. *Agricultural and Resource Economics Review*, 53(1): pp.1-21, 2024.
4.    **The impact of outside option saliency and product descriptions on consumer wine tasting behavior.** Nadia A. Streletskaya, Nadeeka Weerasekara and Jie Li. *Journal of Wine Economics*, 18(2): pp.139-155, 2023.
5.    **Glass half-full? A PLS-SEM approach to explore the good and the bad of Covid-19 on wine tourism intentions.** Giulia Gastaldello, Nadia A. Streletskaya, Luca Rossetto. *International Journal of Wine Business Research*, 35(2): pp.322-345, 2023.

6. **How information leads consumers to select specialty foods when tasting is not an option.** Nadia A. Streletskaia, Sara Maruyama, Susan Queisser, Sheri Cole, Alina Stelick, Juyun Lim. *Food Quality and Preferences* 105: 104769, 2023
7. **Clean Label Trade-Offs: A Case Study of Plain Yogurt.** Sara Maruyama, Juyun Lim and Nadia A. Streletskaia. *Frontiers in Nutrition* 8: 462, 2021.
8. **Clean label: Why this ingredient but not that one?** Sara Maruyama, Nadia A. Streletskaia, and Juyun Lim. *Food Quality and Preference* 87: 104062, 2020.
9. **Urban consumer preferences for nutrient fortified snacks in Zambia.** Nadia A. Streletskaia, Samuel D. Bell, Grace Kuo, Emily Heneghan Kasoma. *Agribusiness: an International Journal* 36 (4): 693-706, 2020.
10. **Agricultural adoption and behavioral economics: bridging the gap.** Nadia Streletskaia, Sam Bell, Maik Kecinski, Tongzhe Li, Simanti Banerjee, Leah H. Palm-Forster, and David Pannell. *Applied Economic Perspectives and Policy* 42(1): 54-66, 2020.
11. **Absence Labels: How does Information about Production Practices Impact Consumer Demand?** Nadia A. Streletskaia, Jura Liaukonyte and Harry M. Kaiser. *PLoS ONE* 14(6): e0217934, 2019.
12. **The Random Quantity Mechanism: Laboratory and Field Tests of a Novel Cost-Revealing Procurement Mechanism.** Samuel D. Bell and Nadia A. Streletskaia. *Environmental and Resource Economics* 73(3): 899-921, 2019.
13. **Does taste sensitivity matter? The effect of coffee sensory tasting information and taste sensitivity on consumer preferences.** Jie Li, Nadia A. Streletskaia and Miguel Gomez. *Food Quality and Preferences* 71: 447-451, 2019.
14. **Personalized pricing and price fairness.** Timothy J. Richards, Jura Liaukonyte, Nadia A. Streletskaia. *International Journal of Industrial Organization* 44: 138-153, 2016.
15. **Menu-labeling formats and their impact on dietary quality.** Nadia A. Streletskaia, Wansopin Amatyakul, Pimbucha Rusmevichientong, Harry M. Kaiser and Jura Liaukonyte. *Agribusiness: an International Journal* 32: 175-188, 2016.
16. **The long-term impact of positive and negative information on food demand.** Jura Liaukonyte, Nadia A. Streletskaia, Harry M. Kaiser. *Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie* 63(4): 539-562, 2015.
17. **Noisy information signals and endogenous preferences for labeled attributes.** Jura Liaukonyte, Nadia A. Streletskaia, Harry M. Kaiser. *Journal of Agricultural and Resource Economics* 40(2): 179-202, 2015.

18. **Taxes, subsidies, and advertising efficacy in changing eating behavior: an experimental study.** Nadia A. Streletskaia, Pimbucha Rusmevichientong, Wansopin Amatyakul and Harry M. Kaiser. *Applied Economic Perspectives and Policy* 36(1): 146-174, 2014.
19. **Response to comment on taxes, subsidies, and advertising efficacy in changing eating behavior: an experimental study.** Nadia A. Streletskaia, Harry M. Kaiser. *Applied Economic Perspectives and Policy*, 36(4): 722-726, 2014.
20. **The impact of food advertisements on changing eating behaviors: an experimental study.** Pimbucha Rusmevichientong, Nadia A. Streletskaia, Wansopin Amatyakul and Harry M. Kaiser. *Food Policy*, 44: 59-67, 2014.
21. **Consumer response to “contains” and “free of” labeling: evidence from lab experiments.** Jura Liaukonyte, Nadia A. Streletskaia, Harry M. Kaiser, and Bradley J. Rickard. *Applied Economic Perspectives and Policy*, 35(3): 476- 501, 2013.

#### OTHER PUBLICATIONS

1. **Understanding the impact of social influences on wine purchases.** Research Focus: Economics and Business; Vine to Wine. *Oregon Wine Research Institute*, OSU: April 2018. [Extension outreach publication]
2. **Nestle, Marion. Soda Politics: Taking on Big Soda (and Winning).** Nadia A. Streletskaia. *American Journal of Agricultural Economics*, 98(5): 1560-1561, 2016. [Book review]

#### WORKING PAPERS

---

1. **Covid-19 prevention measures in wine tasting rooms: the two latent consumer classes.** Nadia A. Streletskaia, Giulia Gastaldello, Luca Rossetto. Working Paper. Best paper award at the 4<sup>th</sup> Wine & Hospitality Management Workshop in Bozen-Bolzano, September 2022.
2. **Trauma among trees: do experiences with adverse events affect risk preferences in forestry managers?** Ahsan Senan, Nadia Streletskaia and Yong Chen. Working paper.
3. **Do you remember what you like? Memory and tastings in WTP and consumer preference studies.** Nadia A. Streletskaia, Jie Li, Samuel D. Bell. Working Paper.

#### WORK IN PROGRESS

---

**Herd behavior and wine purchases.** Nadia A. Streletskaia, Jura Liaukonyte, Harry M. Kaiser.  
**Changes in communication certainty of qualified scientific results:** textual data analysis for top nutrition scientific journals and their subsequent public and social media discussion. Nadia A. Streletskaia  
**Attitudes towards inequality and fairness: experimental investigation of voting and dictator games.** Tongzhe Li, Nadia A. Streletskaia.

#### AWARDS AND GRANTS

---

- 2022 granted \$398,358 to AEC co-PIs Chen and Streletskaia and Build Back Better with Mass Timber BBBRC Phase 2 Grant Request: Component Application Smart Forestry: Paving the Way from Forest Restoration to Mass Timber
- 2020 granted \$58,000 co-PI with J. Lim, Oregon Dairy Innovation Grant;
- 2018 granted \$134,000 co-PI with J. Lim and L. Goddik, BUILD Dairy, Western Dairy Center;

Nadia A. Streletskaia  
 nadia.streletskaia@oregonstate.edu

- 2017 granted \$50,000 PI, “Driving Sales through tasting rooms: behavioral economics approach to consumer choices”, Oregon Wine Board research grant;
- 2017 granted \$24,000 PI, AEELab equipment grant, Erath Family Foundation in Enology and Viticulture;
- 2017 granted \$20,000 PI, equipment grants for AEELab (Applied Experimental Economics Lab) set up, Learning Innovation Individual Grant, CAS;
- 2016 The Institutional and Behavioral Economics Section of AAEA, Student Paper Competition Winner;
- 2014 George F. Warren Award (presented to authors of outstanding publications or working papers);
- 2014 USDA Hatch Grant “Evaluating the impact of positively and negatively-framed anti-obesity advertising”;
- 2012, 2013 Richard D. Aplin Teaching Excellence Fund Scholarship.

## STUDENT MENTORSHIP AND SUPERVISION

---

Ahsan Senan, Committee Co-Chair, Applied Economics, Oregon State University, PhD (exp. 2028)

Charlie Thompson, Applied Economics, Oregon State University, PhD (2024);

Ashley Lowe, Committee Member, Applied Economics, Oregon State University, PhD (2023);

Nathanial Trull, Committee Member, Applied Economics, Oregon State University, PhD (2023);

Nadeeka Weerasekara, Committee Chair, Applied Economics, Oregon State University, PhD (2022);

Alexander Natanson, Committee Member, Applied Economics, Oregon State University, PhD (2022);

Amila Hadziomerspahic, Committee Member, Applied Economics, Oregon State University, Master of Science in Applied Economics (2022);

Robert Horton, Committee member, School of Public Policy, Master of Science in Public Policy (2022);

Sara Maruyama, Committee Co-Chair, Food Science, Oregon State University, MS (2021);

Denice Gonzalez, Honor Thesis Mentor, Honors College, Oregon State University (2021).

## TEACHING AND OTHER EXPERIENCE

---

Oregon State University, Corvallis, OR:

AEC 599/699 “Behavioral and Experimental Economics” (Winter ‘17, ‘18, ‘20, ‘22, ‘24);

AEC 513 “Microeconomic Theory II” (Fall ‘19, ‘20, ‘21, ‘22, ‘23, ‘24);

AEC 221 “Agriculture and Food Marketing” (Winter ‘17, Spring ‘18, ‘19, ‘20, ‘21, ‘22, ‘23, ‘24);

AEC 311 “Intermediate Applied Economics: Producers and Consumers” (Winter ‘17, ‘18);

AEC 448/558 “Advanced Topics in Environmental and Resource Economics” (Spring ‘17)

Cornell University, Ithaca, NY:

2013 – 2015 Price Analysis (AEM 4150), TA;

Managerial Economics I/II (AEM 2600/01), TA;

The Business World (AEM 1200), TA.

## PROFESSIONAL ACTIVITIES AND SERVICE

---

Reviewer for: *Applied Economic Perspectives and Policy*; *Agribusiness: an International Journal*; *Journal of Agricultural and Resource Economics*; *Agricultural and Resource Economics Review*; *American Journal of Agricultural Economics*; *AAEA poster sessions*; *AAEA annual meeting abstracts*; *American Journal of Preventive Medicine*; *Canadian Journal of Agricultural Economics/Revue Canadienne d'Agroeconomie*; *California Journal of Health Promotion*; *Journal of Dairy Science*; *Ecological Economics*; *Economic Inquiry*; *Environmental Research*; *Environmental and Resource Economics*; *Food Policy*; *Journal of Food Distribution Research*; *Water Resource Research*; *WAEA annual meeting abstracts and theses awards*.

Member of: *Agricultural & Applied Economics Association, Canadian Agricultural Economics Society, European Association of Agricultural Economists, International Association of Agricultural Economists, Northeastern Agricultural and Resource Economics Association.*

General Service and Committees: *AAEA Behavioral and Institutional Economics Topic Leader (2021-2023); USDA NIFA grant panel reviewer (2018; 2020; 2021); European Commission Horizon Europe grant review pane (2021, 2022, 2024); Applied Economics Department Hiring Committee (2021, 2023, 2024); Applied Economics Department Graduate Committee, OSU (2023-ongoing), Seminar Series Applied Economics Department (2020-2022); Applied Economics Department Undergraduate Committee, OSU (2017-2019); Open & Sustainable Scholarly Communication Advisory Group, Oregon State University (2020 – 2023); CAS Scholarship and Awards Committee (2022, 2023).*

## CONFERENCES AND PRESENTATIONS

---

Invited talk “Transparency and Consumer Behavior” at Humboldt University Berlin, supported through The German Research Foundation (DFG) Collaborative Research Center (CRC)/Transregio 190 “Rationality and Competition” (October 2022);

Invited seminar “Peer and expert influences in WTP for experience goods: the case of wine”, Energy and Environmental Economics and Policy series, Penn State University (March 2021);

Invited seminar, Food Science and Technology department seminar series, Oregon State University (October 2019); 2019 AAEA, “Understanding adoption of innovations and behavior change to improve agricultural policy” track session speaker;

2018 AAEA, “Experimental auctions and other experimental stimuli in Agri-environmental Research: Methods and Policy Implication” session organizer, IBES and EXECON sponsored (August 2018)

2018 ICAE “Responding to new mandates in consumer and producer decision-making: insights from behavioral & experimental economics” invited panel (July 2018);

2018 WEAI Annual conference (June 2018);

Invited Seminar, The Department of Resource Economics and Environmental Sociology (REES) Seminar Series, University of Alberta (March 2018);

CBEAR Annual Conference 2017, discussant (October 2017);

Invited Seminar, Experimental & Behavioral Economics, University of Nebraska-Lincoln (Winter 2017);

Guest speaker, Intro to Food Systems, AGRI 411/511, Oregon State University (Winter 2017);

Applied Economics Working group seminar, Oregon State University (November 2016);

Invited Seminar, Applied Economics Seminar Series, University of Delaware (October 2016);

2016 AAEA Annual Meeting (August 2016);

2016 ASSA Annual Meeting (January 2016);

Global Food Security (October 2015);

ICAE 2015 (August 2015);

2015 AAEA Annual Meeting (July 2015);

Scaling Up Nutrition WFP Zambia “Consumer Preferences in Zambia” workshop (July 2015, Lusaka, Zambia);

2014 EAAE Congress (August 2014);

2014 CEA/CEAS Joint Annual Meeting (May 2014);

## OTHER

---

Computer Skills      Deep Learning (Python), PHP, MySQL, STATA, MATLAB, NLOGIT.

Other Interests      History of economic thought, fantasy fiction, horseback riding

Citizenship          United States

Nadia A. Streletskaya  
nadia.streletskaya@oregonstate.edu