

Joseph Seong

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EDUCATION

- **PhD in Economics and Agricultural, Food, and Resource Economics (Dual Major)**
Michigan State University *Spring 2023 (In progress)*
Major Field: *Food and Agricultural Economics*
Minor Field: *Environmental and Resource Economics*
Thesis title: *“Economic Sustainability of Indoor Agriculture”*
Committee: Simone Valle de Souza (Chair), Christopher H. Peterson, Mark Skidmore, Kyoo il Kim
- **MA in Economics**
University of Missouri - Columbia *2018*
- **BA in Economics**
Sungkyunkwan University *2014*

RESEARCH EXPERIENCES

- **Research Assistant**
Michigan State University *2019 - Present*
Project OptimIA: Supported multistate research project funded by USDA-SCRI
 - Designed consumer survey, developed optimization model, recorded lecture video, collaborated closely with farmers, entrepreneurs, and horticultural scientists

PUBLICATIONS

- S. Valle de Souza, C.H. Peterson, **J. Seong**. 2021. “Emerging economics and profitability of PFALs”. In T. Kozai, G. Niu, J. Masabni (Eds.), *Plant Factory Basics, Applications and Advances* (pp. 251-270). Academic Press.

WORKING PAPERS

- **Seong, J.**, Valle de Souza, S., Peterson, H.C. 2022. “Can IA achieve economic sustainability with its revenue generating ability?”
- **Seong, J.**, Valle de Souza, S., Athnos, A., Peterson, H.C. 2022. “Who is Willing to Pay for Leafy Greens produced by Indoor Agriculture? A Comparative Choice Experiment with U.S. Consumers.” (Under Review)
- KC Shasteen, **Joseph Seong**, S. Valle De Souza, C. Kubota, M. Kacira 2022. “Optimal Planting Density: Effects on Harvest Time and Yield” (Under Review)
- **Seong, J.**, Valle de Souza, S., Peterson, H.C. 2021. “Consumer Attitudes towards Indoor Agriculture Benefits versus its Advanced Technology.”

PROFESSIONAL PRESENTATIONS

- AAEA Annual Meetings. Anaheim, CA. 2022
- AAEA Annual Meetings. Virtual. 2021
- Industry Advisory Board Meeting. Columbus, OH. 2021

TEACHING ASSISTANTS

- **Strategic Management for Food and Agribusiness Firms (FIM 439)**
Michigan State University *2019*
Planned recitation section, led discussion section, assisted faculty in course preparation, graded papers and exams
- **Principles of Microeconomics (Econ1014)**
University of Missouri - Columbia *2016-2018*
Weekly office hours, individual meetings, grading papers and exams