

Lonnie Hobbs, Jr.

January 2024

Kansas State University
Department of Agricultural Economics
305-D Waters Hall, Manhattan, KS 66506
Email: lhobbs@ksu.edu
Phone: 785-532-4492

EDUCATION

- Kansas State University (KSU), Manhattan, KS August 2023
- Ph.D. Agricultural Economics (Agribusiness Specialty)
 - Advisor: Aleksan Shanoyan
- Kansas State University (KSU), Manhattan, KS August 2019
- M.S. Agricultural Economics
 - Advisor: Aleksan Shanoyan
- Prairie View A&M University (PVAMU), Prairie View, TX May 2017
- B.S. in Agriculture (Agribusiness Concentration)
 - Minor: Business Administration
 - GPA: 3.84

PROFESSIONAL EXPERIENCE

- Assistant Professor, Kansas State University, Manhattan, KS August 2023-Present
- Department of Agricultural Economics
- Graduate Assistant, Kansas State University, Manhattan, KS 2017-2023
- Department of Agricultural Economics
 - College of Agriculture Diversity Programs Office (DPO)
- Ardent Mills Summer Internship, Chattanooga, TN Summer 2020
- Operations Intern
- USDA Summer Internship, Washington, D.C Summer 2014-16
- Office of the Assistant Secretary for Civil Rights
 - Program Clerk (GS-3 Step 1, GS-4 Step 1)

HONORS & AWARDS

- 2023 NextGen Under 30 Kansas Honoree 2023
- 2023 KSU Presidential Graduate Teaching Assistant Award for Excellence in Undergraduate Teaching 2023
- 2023 AAEA TLC Graduate Student Teaching Award 2023
- 2023 Richard Elmore Brown Graduate Student Teaching Award 2023
- Gamma Sigma Delta Ph.D. Graduate Student Teaching Award 2023
- NACTA Graduate Student Teaching Award 2023
- 2023 Robinson Family Multicultural Leadership Award 2023
- 2022-23 Commerce Bank Presidential Student Award 2022

HONORS & AWARDS (cont.)

- National Science Foundation Research Traineeship (NRT) 2020-2022
- 2nd Place, MANRRS Graduate Research Poster Competition 2022
- Seaboard Royal Scholar 2019-20
- 1st Place, PAWC Graduate Oral Competition 2019
- Multicultural Student Affairs Family Recognition Award 2019
- College of Agriculture Deans Fellow 2017-19
- PAWC Selected Success Story 2018
- 3rd Place, PAWC Graduate Oral Competition 2018
- Multicultural Student Affairs Family Recognition Award 2018
- George Washington Carver Innovation Award 2018
- Magna Cum Laude Honors 2017
- USDA 1890 Scholar 2013-17
- Gates Millennium Scholar 2013-17

GRANTS / GIFTS/ FUNDED PROJECTS

- Cargill Success from the Ground Up, Increasing Awareness of Soil Health Practices for Underrepresented Farmers through Training, Implementing, and Demonstrating, (US\$150,000), with Dr. JohnElla Holmes, *Funded*. 2023
- Center for Principled Business, Pet Obesity and its Causes: Implications for Business Innovation in Pet Food Development and Marketing, (US\$7,500), with Aleksan Shanoyan, *Not funded*. 2022
- Center for Principled Business, Assessing Research Needs for Informing Pet Food Industry Decisions, (US\$7,500), with Aleksan Shanoyan. *Funded*. 2021

REFEREED JOURNAL ARTICLES

1. **Hobbs Jr., L.**, Shanoyan, A., Wiley, Z. Z., and Aldrich, G. (2023). Analysis Of Pet-Food Customer Post Purchase Experience Using Online Customer Reviews: Implications for Product and Marketing Strategies. *Agribusiness*,1–23.
2. **Hobbs, L.**, Thomas, R., and Wiley, Z. (2023). The Impact of Multicultural Student Belongingness at 1862 Institutions. *NACTA Journal*, 67(1).
3. **Hobbs Jr., L.**, Z. Z. Wiley, R. Thomas, S. Santillana, and A. Barkley. (2023). An Evaluation of Undergraduate Student Diversity Experience in the College of Agriculture at Kansas State University, *Applied Economics Teaching Resources Journal (AETR)*,5(1).

4. A. Barkley, Z. Z. Wiley, **L. Hobbs Jr.**, and S. Smades. (2022). Openness to Diversity and Challenge: Assessment of Undergraduate Attitudes and Experiences in The College of Agriculture at Kansas State University. *Midwest Quarterly- A Journal of Contemporary Thought*, 64(1), 25-46.
5. **Hobbs Jr., L**, Z. Z. Wiley, and R. Thomas. (2021). Assessing the Success of the 2020 Kansas State Research and Extension Summer Research Program: A Virtual Research Experience. *Professional Agricultural Workers Journal*, 8(1), 5.
6. A. Barkley, Z. Z. Wiley, **L. Hobbs Jr.**, and S. Smades. (2021). Openness to Diversity and Challenge: Assessment of Undergraduate Attitudes and Experiences in The College of Agriculture at Kansas State University. *Professional Agricultural Workers Journal*, 8(1), 20-34.
7. ZZ Wiley and **L. Hobbs Jr.** (2021). An Evaluation of the Effectiveness of Project Impact: Multicultural Academic Program Success at Kansas State University. *Professional Agricultural Workers Journal*, 7(2), 1-10.
8. T.L. Carter, **L. Hobbs Jr.**, and Z. Wiley. (2019). Growing Our Mindset: A Diversity Summit Assessment. *Natural Sciences Education Journal*, 48(1), 1-5.

PAPERS UNDER REVIEW / FORTHCOMING

1. **L. Hobbs, Jr.**, A. Shanoyan, and G. Aldrich, “Assessing Research Needs for Informing Pet Food Industry Decisions”, *Revise and Resubmit*
2. R. Thomas, Z. Z. Wiley, and **L. Hobbs, Jr.**, “Increasing the Minority Applicant Pool for Kansas State Extension”, *Revise and Resubmit*
3. **L. Hobbs, Jr.**, A. Shanoyan, and J. Bergtold, “Pet Obesity and its Causes: Implications for Business Innovation in Pet Food Development and Marketing”, *Under Review*

WORK IN PROGRESS

1. **L. Hobbs, Jr.**, A. Shanoyan, and V. Hovhannisyan, “An Assessment of Pet Food Demand Structure and the Existence of Pre-committed Demand”
2. **L. Hobbs, Jr.** and A. Anderson, “Price Premiums of Health Claims in Pet Food”

3. **L. Hobbs, Jr.**, Z. Z. Wiley, and R. Thomas. “Navigating Differences: Training Kansas Extension Agents to Embrace Differences”
4. **L. Hobbs, Jr.**, Z. Z. Wiley, S. Santillana, R. Thomas, and A. Barkley. “Assessing Campus Climate for College of Agriculture Students at Kansas State University”
5. B. Peterson-Wilhelm, M. E. Day, P. Sharma, J. Kim, **L. Hobbs, Jr.**, and L. L. Britton. “Teaching Approaches to Ethical Artificial Intelligence Use in Agricultural Economics Classrooms”

CONFERENCE & WORKSHOP PROCEEDINGS

1. Zelia Wiley, Summer Santillana, **Lonnie Hobbs, Jr.**, Raymond Thomas, and Me’Laiha Enriquez. “*Reason Together for Success: The Importance of Diversifying the Agricultural Workforce through Partnerships with Universities and Student Organizations*”, Oral Workshop Presentation. 2023 Kansas Farmers Union Convention. Salina, KS. November 30, 2023.
2. Zelia Wiley, JohnElla Holmes, **Lonnie Hobbs, Jr.**, McKenzie Scott, and Summer Santillana. “*A Partnership Initiative for Minority Farmer Success*”, Oral Workshop Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
3. Zelia Wiley, Summer Santillana, Raymond Thomas, **Lonnie Hobbs, Jr.**, and Andrew Barkley. “*An Evaluation of Student Perceptions of Diversity in the College of Agriculture*”, Oral Workshop Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
4. Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, and Raymond Thomas. “*Ten Years of Successful Kansas Partnership: Switzer/KSU JR MANRRS Nicodemus Ag Youth Camp*”, Success Story, Oral Workshop Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
5. Keshaua Davis, Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, Raymond Thomas, JohnElla Holmes. “*Looking Forward: A Decade of Agricultural Programming for Urban and Minority Youth*”, Poster Presentation. 81st Annual Professional Agricultural Workers Conference. Tuskegee, AL. October 29 – November 2, 2023.
6. **Lonnie Hobbs, Jr.**, “*Creating Classroom Community*”. Oral Workshop Presentation. Fall 2023 KSU College of Agriculture Teaching Workshop. Kansas State University. Manhattan, KS. October 16, 2023.
7. Andrew Barkley, Zelia Wiley, Summer Santillana, Raymond Thomas, **Lonnie Hobbs, Jr.**, and Robert Lewis III. “*Diversity Climate at Kansas State University College of Agriculture: Survey Results Across Time*”. Oral Presentation. Michael Tilford Conference on Diversity and Multiculturalism, Washburn University. Topeka, KS. October 6, 2023.

8. **Lonnie Hobbs, Jr.** “*Fostering a Learning Classroom Environment*”, Oral Presentation. 2023 AAEA Annual Meeting. Washington, DC. July 23 – 25, 2023
9. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, Vardges Hovhannisyan, and Greg Aldrich. “*An Assessment of Pet Food Demand Structure and the Existence of Pre-Committed Demand*”, Selected Paper. Oral Presentation. 2023 AAEA Annual Meeting. Washington, DC. July 23 – 25, 2023
10. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich. “*Assessing Research Needs for Informing Pet Food Industry Decisions*”. Oral Presentation. 2023 International Food and Agribusiness Management Association (IFAMA) Conference. Christchurch, New Zealand. June 19 – 21, 2023.
11. Selena Gilyot, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana, “Project Impact MAPS Scholar Program”, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.
12. Brandon Green, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana, “Belongingness in K-State MANRRS”, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.
13. Jordan Napier-Johnson, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana, “What is Junior MANRRS at Kansas State University”, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.
14. Sydney Marie Bruce, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana, “Inclusion & Diversity: A K-State Research & Extension Training Assessment”, Poster Presentation. MANRRS 37th Annual Career Fair and Training Conference. Atlanta, GA. April 13-16, 2023.
15. Zelia Wiley, Raymond Thomas, Summer Santillana, **Lonnie Hobbs, Jr.**, and Andrew Barkley, “Bridging Differences Through Understanding in the KSU College of Agriculture”, Oral Presentation. 2022 KSUnite. Kansas State University. November 14-16, 2022.
16. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich, “Assessment of Research Insight Needs of Pet Food Decision Makers”, Oral Presentation. 80th Annual Professional Agricultural Workers Conference. Tuskegee University. November 13-15, 2022.
17. Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, Raymond Thomas, and Andrew Barkley, “Assessing Campus Climate for College of Agriculture Students at Kansas State University”, Poster Presentation. 80th Annual Professional Agricultural Workers Conference. Tuskegee University. November 13-15, 2022.
18. Zelia Wiley, **Lonnie Hobbs, Jr.**, Summer Santillana, and Raymond Thomas “1862 and 1890 Land Grant Universities Partnerships for Student Success”, Oral Presentation. 80th Annual Professional Agricultural Workers Conference. Tuskegee University. November 13-15, 2022.
19. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich, “Perceived Needs for Research Insights to Inform Decisions in Pet Food”, Poster Presentation. KibbleCon 2022. Manhattan, KS. October 19-21, 2022.

20. Zelia Wiley, Summer Santillana, Raymond Thomas, **Lonnie Hobbs, Jr.**, and Andrew Barkley, “Bridging Differences Through Understanding in the KSU College of Agriculture”, Oral Presentation. 2022 Michael Tilford Conference. Washburn University. October 6-7, 2022.
21. Summer Santillana, Zelia Wiley, and **Lonnie Hobbs, Jr.**, “Building Coalitions for a Changing World through Underrepresented Youth Education Programs”, Poster Presentation. Urban Food Systems Symposium. Kansas City, MO. September 26-28, 2022.
22. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich, “Assessing Research Needs for Informing Pet Food Industry Decisions”, Oral Presentation. Petfood Forum 2022. Kansas City, MO. May 2-4, 2022.
23. **Lonnie Hobbs, Jr.**, Aleksan Shanoyan, and Greg Aldrich, “Defining the Need for Research Insights to Inform Decisions in Pet Food”, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
24. Sydney Marie Bruce, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana, “Inclusion & Diversity: A K-State Research & Extension Training Assessment”, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
25. Brandon Green, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana, “Growing Our Mindset: A Diversity Series Assessment”, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
26. Melissa Gaona, Zelia Wiley, **Lonnie Hobbs, Jr.**, and Summer Santillana, “What is Junior MANRRS at Kansas State University?”, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
27. Raymond Thomas, Zelia Wiley, and **Lonnie Hobbs, Jr.**, “The Effectiveness of Virtual VS Hybrid Graduate Recruitment Programs at an 1862 Institution”, Poster Presentation. MANRRS 36th Annual Career Fair and Training Conference. Jacksonville, FL. March 23-26, 2022.
28. Zelia Z. Wiley, Andrew Barkley, **Lonnie Hobbs, Jr.**, Raymond Thomas, and Summer Santillana, “Assessment of Undergraduate Diversity Attitudes and Experiences during COVID-19 in the College of Agriculture at Kansas State University”, Oral Presentation. 2021 Michael Tilford Conference. Lawrence, KS. October 17-18, 2021.
29. Zelia Z. Wiley, Andrew Barkley, **Lonnie Hobbs, Jr.**, Raymond Thomas, and Summer Santillana, “Assessment of Diversity Experience of Kansas State University College of Agriculture Undergraduates During the COVID-19”, Oral Presentation. KSUnite. Kansas State University. October 12, 2021.
30. R. Thomas, Z. Wiley, and **L. Hobbs Jr.**, “The Impact of Virtual Vs. Non-Virtual Summer Research Programs”, Oral Presentation. 78th Annual Professional Agricultural Workers Conference. Tuskegee University. December 6-8, 2020.
31. B. Green, Z. Wiley, and **L. Hobbs Jr.**, “An Assessment of the Success of the MAPS Program: College of AG Cohorts”, Oral Presentation. 78th Annual

- Professional Agricultural Workers Conference. Tuskegee University. December 6-8, 2020.
32. **Lonnie Hobbs, Jr.**, and A. Shanoyan, “Pet Food Customer Perceptions of Product Attributes: Implications for Marketing and Product Strategy”, Oral Presentation. 2020 Petfood Forum Connect 2020. Virtual Conference. September 9-10, 2020.
 33. **Lonnie Hobbs, Jr.**, and A. Shanoyan, “Customer Perception and Marketing Strategies: Analysis of Online Customer Review Data”, Oral Presentation. 2020 Western Agricultural Economics Association Conference. Virtual Conference. June 29 - July 1, 2020.
 34. **Lonnie Hobbs, Jr.**, and Z. Wiley, “A Diversity Summit: Growing Our Mindset for One World, One Family”, Poster Presentation. 77th Annual Professional Agricultural Workers Conference. Tuskegee University. December 8-10, 2019.
 35. **Lonnie Hobbs, Jr.**, and A. Shanoyan. “Implications for Marketing Product Attributes in the Pet Food Industry”, Oral Presentation. 77th Annual Professional Agricultural Workers Conference. Tuskegee University. December 8-10, 2019.
 36. Zelia Wiley, and **Lonnie Hobbs, Jr.**, “Essentials for Diversity Programming and Recruitment Success”, Professional Workshop Session. KSUnite – Moving Forward Together. Kansas State University. November 6, 2019
 37. Zelia Wiley, Tiffany Carter, and **Lonnie Hobbs, Jr.** “Changing Agricultural Demographics in Kansas: Innovative Diversity Programming for Student Success and Recruitment”, Oral Presentation. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. December 2-4, 2018
 38. **Lonnie Hobbs, Jr.**, and Z. Wiley, “Inclusion & Diversity: A K-State Research & Extension Training Assessment”, Poster Presentation. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. December 2-4, 2018
 39. **Lonnie Hobbs, Jr.**, and A. Shanoyan. “Pet Food Customer Perceptions vs. Company Marketing”, Oral Presentation. 76th Annual Professional Agricultural Workers Conference. Tuskegee University. December 2-4, 2018.
 40. **Lonnie Hobbs, Jr.**, Zelia Wiley, Linda Lamb, Charlotte Olsen, Melinda Daily, Deryl Waldren, Nozella Brown, Stacey Warner, Paula Peters, Wayne Moore, and Gregg Hadley. “Diversity: A Key Core Competency in Practice”. Selected Poster. 2018 KSRE Annual Conference. Manhattan, KS. October 16, 2018
 41. **Lonnie Hobbs, Jr.**, and A. Shanoyan. “Analysis of Consumer Perception of Product Attributes in Pet Food: Implications for Marketing and Brand Strategy”, Selected Paper. 2018 AAEE Annual Meeting. Washington, DC. August 5-7, 2018.
 42. **Lonnie Hobbs, Jr.**, and Z. Wiley, “KSRE Diversity Training Initiative for New and Seasoned Agents”, Selected Poster. MANRRS 33rd Annual Career Fair and Training Conference. Greensboro, NC. April 4-7, 2018

SEARCH COMMITTEE EXPERIENCE

- Agricultural Economics Tenure-track Assistant or Associate Professor 2021
- Director of Diversity Multicultural Student Life 2021
- College of Agriculture Associate Dean for Academic Programs 2019-20
- College of Agriculture Coordinator for Recruitment & Retention Events 2018-19

PROFESSIONAL SERVICE & MEMBERSHIP

- Parliamentarian, Black Faculty Staff Alliance, KSU 2023-Present
- Member, International Food and Agribusiness Management Association (IFAMA) 2023-Present
- Member, Agricultural & Applied Economics Association (AAEA) 2018-Present
 - AAEA Sections Membership:
 - Agribusiness Economics & Management (AEM)
 - Committee on the Opportunities & Status of Blacks in Agricultural Economics (COSBAE)
 - Teaching, Learning, & Communications (TLC)
- Member, Black Faculty Staff Alliance, KSU 2019-Present
- Kansas Black Farmers Association 2018-Present
- Co-advisor, KSU MANRRS Chapter 2017-Present
- Member, Agricultural Economics Case Study Club, KSU 2021-23
- Co-Coordinator, KSRE Summer Research Fellowship Program 2017-23
- Member, Clarksville Alumni Community Outreach 2018-23
- DPO Undergraduate Supervisor 2017-20
- Region IV Graduate Vice-President, Nat. Society of MANRRS 2018-19
- Vice-President, PVAMU MANRRS Chapter 2016-17
- Member, Panther Advisory Leaders (PALS) 2016-17
- Telework & Interns, Point of Contact, USDA-ASCR 2016-17
- Career Development Event, FFA 2016-17
- Panther Camp, PALS 2016
- Volunteer Deputy Registrar, Waller County 2016
- Leadership Development Event, FFA 2015-16