

# Aleksan Shanoyan

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## EDUCATION

- 2011 Ph.D. Agricultural, Food and Resource Economics, Michigan State University  
*Fields of concentration:* Agribusiness Strategy and Management, International Development, Applied Econometrics *Advisors:* Dr. Christopher Peterson, Dr. Hamish Gow
- 2007 M.S. Agricultural Economics, University of Illinois at Urbana-Champaign,
- 2003 B.S. Economics and Accounting, Armenian Agricultural Academy  
*Minor:* Agribusiness Management, certificate from Texas A&M University

## EXPERIENCE

- 2018 – present Associate Professor, Department of Agricultural Economics, Kansas State University
- 2012 – 2018 Assistant Professor, Department of Agricultural Economics, Kansas State University
- 2009 – 2011 Research Assistant, MSU Product Center for Agriculture and Natural Resources, Michigan State University
- 2007 – 2009 Research Assistant, Partnership for Food Industry Development – Fruits & Vegetables (PFID-FV), Michigan State University
- 2003 – 2007 Research Assistant, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign
- 2003 Research Assistant, USDA Marketing Assistance Program, Yerevan, Armenia
- 2003 Assistant of the President, Federation of Agricultural Associations, Yerevan, Armenia
- 2002 Intern, Batumi Sea Port and Adjarian Customs Department, Batumi, Georgia
- 1995 – 1997 Private Entrepreneur, Meat Retail Sector, Rostov-on-Don, Russian Federation

## Military Experience

- 2000-2001 Managing Officer, Military Warehouse of Combustive-Lubricating Materials, Republic of Armenia Armed Forces, Armenia
- 1997-1999 Senior Radio-communication Specialist, Republic of Armenia Armed Forces, Armenia

January 2024

## AWARDS AND HONORS

- Invited Commencement Speaker for the Kansas State University College of Agriculture Fall 2023 Commencement Ceremony, 2023.
- Excellence in College and University Teaching in Food and Agricultural Sciences Regional Award, United States Department of Agriculture, 2020.
- Distinguished Teaching Award: Less Than Ten Years' Experience, Agricultural and Applied Economics Association, 2017.
- Outstanding Undergraduate Teaching Award under ten years of experience, Western Agricultural Economics Association, 2016.
- Gold Quill Award for Outstanding Article of the 2016 Journal of the American Society of Farm Managers and Rural Appraisers.
- Graduate Fellow, Academy of Entrepreneurial Leadership, USA, 2006
- Selected Participant, International Business Immersion Program:  
Analysis of wool supply chain, New Zealand, 2006  
Analysis of soybean, sugar, and coffee supply chains, Brazil, 2005  
Analysis of expansion impact on EU agricultural policy, Belgium, 2004

## JOURNAL ARTICLES

- Baral, R., Jagadish, S.V. K., Hein, N., Lollato, R., Shanoyan, A., Giri, A., Kim, J., Kim, M., and D. Min. Exploring the Impact of Soil Water Variability and Varietal Diversity on Alfalfa Yield, Quality, and Farm Profitability. (Accepted for publication in *Grassland Research*)
- Hobbs, L., Shanoyan, A., Wiley, Z., and G. Aldrich. Analysis of Pet Food Customer Post-Purchase Experience Using Online Customer Reviews: Implications for Product and Marketing Strategies. (Accepted for publication in *Agribusiness: An International Journal*)
- Yao, B., Shanoyan, A., Shwab, B., & Amanor-Boadu, V. (2023). The Role of Mobile Money in Household Resilience: Evidence from Kenya. *World Development*, 165, 106198.
- Rahman, K.T., Shanoyan, A. and Hovhannisyan, V. (2023). Food commodity price changes and consumer welfare in Bangladesh: Valuable lessons for today. *Journal of Agricultural Economics*, 00, 1–20.
- Herchenbach, J, Briggeman, B., Bergtold, J., Shanoyan, A., Low, S., and B. Miller. (2023). A Qualitative Assessment of Farmer Director Skills in Agricultural Cooperatives. *International Food and Agribusiness Management Review*, In Press: DOI: 10.22434/IFAMR2022.0099
- Mzyece, A., Shanoyan, A., Amanor-Boadu, V., Zereyesus, Y., Ross, K., & Ng'ombe, J. (2023). How Does Who-You-Sell-to Affect Your Extent of Market Participation? *Cogent Economics & Finance*, 11:1, 2184062
- Yao, B., Shanoyan, A., Shwab, B., & Amanor-Boadu, V. (2022). Mobile Money, Transaction Cost, and Market Participation: Evidence from Cote d'Ivoire and Tanzania. *Food Policy*, 112: 102370

- Sant'Anna, A., Bergtold, J., Shanoyan, A., Caldas, M., and G. Granco.(2022). Biofuel Feedstock Contract Attributes, Substitutability and Tradeoffs in Sugarcane Production for Ethanol in the Brazilian Cerrado: A Stated Choice Approach. *Renewable Energy*, 185: 665-679.
- Lindbloom, M., Davtyan, K., Shanoyan, A., & O'Brien, D. (2022). Effect of Diversification on Farm Resilience: Evidence from Kansas. *Western Economics Forum*, 20(2): 19-35
- Hovhannisyan, V., & Shanoyan, A. (2020). An Empirical Analysis of Welfare Consequences of Rising Food Prices in Urban China: The EASI Approach. *Applied Economic Perspectives and Policy*, 42 (4), 796-814.
- Colares-Santos, L., Shanoyan, A., and Schiavi, S. (2020). Contractual Arrangements in the Cattle Beef Chain: An Analysis of Trust. *Ciência Rural*, 50 (10).
- Hovhannisyan, V., Kondaridze, M., Bastian, C., & Shanoyan, A. (2020). Empirical Evidence of Changing Food Demand and Consumer Preferences in Russia. *Journal of Agricultural and Applied Economics*, 52, 480-501.
- Hovhannisyan, V., & Shanoyan, A. (2019). Addressing Pre-Commitment Bias with Generalized EASI Model: An Application to Food Demand in Russia. *Journal of Agricultural and Resource Economics* 44, 80-97.
- Yao, B., Shanoyan, A., Hanawa Peterson, H., Boyer, C., & Baker, L. (2019). The Use of New-Media Marketing in the Green Industry: Analysis of Social Media Adoption and Impact on Sales. *Agribusiness: an International Journal* 35 (2), 281-297.
- Shanoyan, A., Bankuti, S., & Colares-Santos, L. (2019). Contractual Arrangements and Incentive Structures in Transactions between Commodity Beef Producers and Processors in Brazil. *Journal of Agribusiness in Developing and Emerging Economies* 9 (2), 159-194.
- Miller, N., Griffin, T., Goeringer, P., Ellixson, A., & Shanoyan, A. (2018). Estimating Value, Damages, and Remedies when Farm Data are Misappropriated. *Choices*, 33(4).
- Sant Anna, A., Bergtold, J., Shanoyan, A., Granco, G., and M. Caldas. (2018). Examining the Relationship Between Vertical Coordination Strategies and Technical Efficiency: Evidence from the Brazilian Ethanol Industry. *Agribusiness: an International Journal*, 34(4): 793-812.
- Griffin, T., Miller, N., Bergtold, J., Shanoyan, A., Sharda, A., & Ciampitti, I. (2017). Farm's Sequence of Adoption of Information-Intensive Precision Agricultural Technology. *Applied Engineering in Agriculture*, 33(4): 521-527.
- Bergtold, J., Shanoyan, A., Fewell, J., & Williams, J. (2017). Annual Bioenergy Crops for Biofuels Production: Farmers' Contractual Preferences for Producing Sweet Sorghum. *Energy*, 119: 724-731.
- Sant Anna, A., Shanoyan, A., Bergtold, J., Caldas, M., & Granco, G. (2016). Ethanol and Sugarcane Expansion in Brazil: What is Fueling the Ethanol Industry? *International Food and Agribusiness Management Review*, 19(4): 163-182.

- Shanoyan, A., Ross, B., Gow, H., Peterson, C., & Black, R. (2016). Third-Party Facilitation of Market Linkages in the Agri-Food Supply Chain: Evidence from the Armenian Vegetable Industry. *Journal on Chain and Network Sciences*, 16(2): 83-93.
- Protopop, I., & Shanoyan, A. (2016). Big Data and Smallholder Farmers: Big Data Applications in the Agri-Food Supply Chain in Developing Countries. *International Food and Agribusiness Management Review*, 19(A): 173-190.
- Zereyesus, Y., Shanoyan, A., Ross, K., & Amanor-Boadu, V. (2016). The Determinants of Household Level Well-Being: Insights from Northern Ghana. *Development Studies Research*, 3(1): 1-10.
- Zereyesus, Y., Amanor-Boadu, V., Ross, K., & Shanoyan, A. (2016). Does Women's Empowerment in Agriculture Matter for Children's Health Status? Insights from Northern Ghana. *Social Indicators Research*, 16(1).
- Griffin, T., Mark, T., Ferrell, S., Janzen, T., Ibandahl, G., Bennett, J., Maurer, J., & Shanoyan, A. (2016). Big Data Considerations for Rural Property Professionals. *Journal of American Society of Farm Managers and Rural Appraisers*, 167-180.
- Ross, K., Zereyesus, Y., Shanoyan, A., & Amanor-Boadu, V. (2015). The Health Effects of Women Empowerment: Recent Evidence from Northern Ghana. *International Food and Agribusiness Management Review*, 18(1):127-144.
- Shanoyan, A., Ross, B., Gow, H., & Peterson, C. (2014). Long-term Sustainability of Third-party Facilitated Market Linkages: Evidence from the USDA Marketing Assistance Program in the Armenian Dairy Industry. *Food Policy*, 46:157-164.
- Shanoyan, A., Ross, B., Gow, H., & Peterson, C. (2014). Investment Responses to Third-party Market Facilitation in Armenia. *Journal of Agribusiness in Developing and Emerging Economies*, 4(2):98-114.
- Shanoyan, A., Briggeman, B., Harmon, B., Harris, K., Haverkamp, J., Heier, R., Holder, J., Kniebel, C., Jackson, K., Lutz, T., Warta, T., & Wendelburg, A. (2014). Cooperative Innovation: The Case of Team Marketing Alliance, LLC. *International Food and Agribusiness Management Review*, 17(1):187-197.
- Pandey, V., Shanoyan, A., Peterson, C., & Ross, B. (2013). Principal-Agent Governance Mechanism in an Emerging Biofuels Supply Chain in USA. *Asian Journal of Agriculture and Rural Development*, 3(8):532-542.
- Gow, H., Shanoyan, A., & Cocks, J. (2009). Farmers' Choices Among Alternative Dairy Marketing Channels in Armenia: Can Appropriately Designed ODA Substitute for FDI? *Journal of Rural Cooperation*, 37(1):100-123.
- Gow, H., Shanoyan, A., Abrahamyan, L., & Aleksandryan, M. (2006). Agricultural Production Credit Clubs in Armenia: Facilitating Investment Through Market Linkages, Social Capital, and Microcredit. *Agricultural Finance Review*, 66(2):315-329.

## GRANTS

- 2022 United Sorghum Checkoff Program, Situational Analysis for Sorghum in North American Pet Foods: A Combined Technology Push and Market Pull Value Proposition, (US\$133,133), with Greg Aldrich.
- 2021 Center for Principled Business, Assessing Research Needs for Informing Pet Food Industry Decisions, (US\$7,500), with Lonnie Hobbs.
- 2020 Kraft Heinz Company, Investigating Opportunities for Capturing Value and Reducing Environmental Impact, (US\$ 100,000), with Greg Aldrich.
- 2017 USDA Foreign Agricultural Service/Millennium Challenge Corporation, Sythesising Lessons from the Deep Dive Bucket Reports, (US\$ 7,401), with B. Schwab.
- 2017 Koch Industries, Inc. Research and Creative Inquiry Project (US\$ 12,500)
- 2015 USDA FAS Grant, Deep Dive Analysis of Armenia Water to Market Training Program (US\$107,552), with B. Schwab.
- 2014 College of Agriculture Mini-Grant on Innovation in Teaching, Learning and Assessment, Kansas State University (US\$ 7,980), with J.S. Bergtold.
- 2013 CoBank Research Fellowship, Arthur Capper Cooperative Center, Kansas State University (US\$5,000)
- 2013 Kansas State University Peer Review of Teaching Program (US\$ 1,000)
- 2009 Michigan State University Predissertation Travel Award, International Studies and Programs, Michigan State University (US\$ 5,000)
- 2008 and 2010 Student Travel Grant, International Food and Agribusiness Management Association (US\$ 2,000)
- 2008 Scholarship Award, Future Leaders Forum, Association for International Agriculture and Rural Development
- 2006 Graduate Scholarship Award, Academy of Entrepreneurial Leadership, USA (US\$5,000)

## RESEARCH REPORTS

Rabiee, E., Bailey, K., Shanoyan, A., and G. (2023). Aldrich. Situational Analysis for Sorghum in North American Pet Foods: A Combined Technology Push and Market Pull Value Proposition. Project Report to USCP.

Rabiee, E., Kim, H., Shanoyan, A., and G. Aldrich. (2023). Pet Food Producers and Buyers Perception of Soybean as an Ingredient in Pet Food. Research Report to USB.

Hill, M., Shanoyan, A., & Aldrich, G. (2022). Capturing Value from Byproducts and Reducing Waste from Kraft-Heinz Newberry Processing Facility. Four Research Reports:  
Phase 1.A. Technical Feasibility Analysis  
Phase 1.B. Economic Feasibility Analysis  
Phase 2.A. Market Analysis  
Phase 2.B. Environmental Impact Analysis

## CONFERENCE PRESENTATIONS

Hobbs, L., Shanoyan, A., & V. Hovhannisyan. An Assessment of Pet Food Demand Structure and the Existence of Pre-committed Demand. Selected paper presented at the 2023 annual meeting of the Agricultural and Applied Economics Association, Washington, DC, July 23-25, 2023.

- Sharma, P., & Shanoyan, A. Insurtech Applications to Facilitate Crop Insurance for Smallholder Farmers in Developing Countries. Selected paper presented at the 2023 International Food and Agribusiness Management Association's Annual World Symposium, Christchurch, New Zealand. June 17-20, 2023.
- Sharma, P., Shanoyan, A., & Yao, B. The Use of the Social and Economics Connectedness Indices in Evaluating the Performance of New-Media Marketing in the Green Industry. Selected paper presented at the 2023 International Food and Agribusiness Management Association's Annual World Symposium, Christchurch, New Zealand. June 17-20, 2023.
- Hobbs, L., Shanoyan, A., & Aldrich, G. Assessing Research Needs for Informing Management Decisions in Pet Food Industry. Selected paper presented at the 2023 International Food and Agribusiness Management Association's Annual World Symposium, Christchurch, New Zealand. June 17-20, 2023.
- Hill, M., Shanoyan, A., & Aldrich, G. Animal Protein-Based Ingredients in Pet Food: Analysis of Supply Chain and Market Drivers. Selected paper presented at the 2022 annual meeting of the Agricultural and Applied Economics Association, Anaheim, CA; July 31-August 2.
- Hobbs, L., Shanoyan, A., Aldrich, G. Assessing Research Needs for Informing Pet Food Industry Decisions. Selected paper presented at the Pet Food Forum 2022 conference. Kansas City, MO. May 2-4, 2022.
- Shanoyan, A., Hill, M., Hobbs, L., & Aldrich, G. Key Insights from the Latest Research on the Economics and Management of Pet Food. Invited presentation at the 2022 KibbleCon conference. Manhattan, KS, October 19-21, 2022.
- Hobbs, L., Shanoyan, A., Aldrich, G. Perceived Needs for Research Insights to Inform Decisions in Pet Food. Selected poster presentation. KibbleCon 2022. Manhattan, KS. October 19-21, 2022.
- Wendt, J., Briggeman, B., Bergtold, J., Shanoyan, A., & Low, S. A Skills Gap Analysis in Farmer Directors of Midwest Agricultural Cooperatives. Selected poster presented at the 2022 annual meeting of the Agricultural and Applied Economics Association, Anaheim, CA; July 31-August 2.
- Tamim Rahman, K., Shanoyan, A., & Hovhannisyan, V. Food Commodity Price Hikes, Public Policy, and Consumer Welfare: Lessons from Bangladesh. Selected paper presented at the 2021 annual meeting of the Agricultural and Applied Economics Association, Austin, Texas, August 1-3, 2021.
- Shanoyan, A. Thoughts on Teaching and Learning. Invited presentation at the 2021 annual meeting of the Agricultural and Applied Economics Association, Austin, Texas, August 1-3, 2021.
- Sant'Anna, A., Bergtold, J., Shanoyan, A., Caldas, M., and G. Granco. Deal or No Deal? Analysis of Bioenergy Feedstock Contract Choice with Multiple Opt-out Options and

- Contract Attribute Substitutability. Selected paper presented at the 2021 International Conference of Agricultural Economics, Virtual Conference, August 17-31, 2021.
- Hobbs, L., Shanoyan, A., Aldrich, G. Analysis of Consumer Perception of Pet Food Attributes. Selected paper presented at the 2020 Annual Pet Food Forum Connect, Virtual Meeting, September 9-10, 15-17, 2020.
- Tamim Rahman, K., Shanoyan, A., & Hovhannisyan, V. Pre-Committed Demand for Food in Bangladesh: Implications for Agri-Food Industry Stakeholders. Selected paper presented at the 2020 annual meeting of the Agricultural and Applied Economics Association, Virtual Meeting, August 10-11, 2020.
- Hobbs, L., & Shanoyan, A. Customer Perception and Marketing Strategies in Pet Food: Analysis of Online Customer Review Data. Selected paper presented at the 2020 annual meeting of the Western Agricultural Economics Association, Virtual Meeting, June 29, 2020.
- Yao, B., & Shanoyan, A. Input Markets, The Impact of Mobile Money on Smallholder Producer Resilience: Evidence from Kenya. Selected paper presented at the 2019 annual meeting of the Agricultural and Applied Economics Association, Atlanta, GA, July 21- 23, 2019.
- Yao, B., & Shanoyan, A. Input Markets, Mobile Money, Signaling, and Market Participation: Evidence from Tanzania and Cote d'Ivoire. Selected paper presented at the 2019 annual meeting of the Agricultural and Applied Economics Association, Atlanta, GA, July 21- 23, 2019.
- Yao, B., & Shanoyan, A. Input Markets, Transaction Costs, and Cropping Decisions: Evidence From a Randomized Control Trial in Mozambique. Selected paper presented at the 2019 annual meeting of the Western Agricultural Economics Association, Coeur d'Alene, ID, June 30- July 2, 2019.
- Griffin, T., Yeager, E., Shanoyan, A., & Ibendahl, G. Agricultural Technology Adoption Path of Kansas Farms. Selected paper presented at the 2019 annual meeting of the American Society of Agricultural and Biological Engineers, Boston, MA, July 7 - 10, 2019.
- Yao, B., & Shanoyan, A. The Use of Mobile Money Application and Smallholder Farmer Market Participation: Evidence from Cote d'Ivoire and Tanzania. Selected paper presented at the 2018 annual meeting of the International Association of Agricultural Economists, Vancouver, BC, Canada, July 28 - August 2, 2018.
- Yao, B., & Shanoyan, A. Could Mobile Money Applications Improve Farm Productivity? Insights from Rural Mozambique. Selected paper presented at the 2018 annual meeting of the Agricultural and Applied Economics Association, Washington, DC, August 5-7, 2018.
- Mzyece, A., Zereyesus, Y., & Shanoyan, A. Does Crop Diversification Involve a Trade-Off Between Technical Efficiency and Income Stability for Farmers in Zambia? Selected paper presented at the 2018 annual meeting of the Agricultural and Applied Economics Association, Washington, DC, August 5-7, 2018.

- Hobbs, L., & Shanoyan, A. Analysis of Consumer Perception of Product Attributes in Pet Food: Implications for Marketing and Brand Strategy. Selected paper presented at the 2018 annual meeting of the Agricultural and Applied Economics Association, Washington, DC, August 5-7, 2018.
- Hovhannisyan, V., & Shanoyan, A. An Empirical Analysis of Welfare Consequences of Rising Food Prices in Urban China: The EASI Approach. Selected paper presented at the 2018 annual meeting of the Agricultural and Applied Economics Association, Washington, DC, August 5-7, 2018.
- Leiva, P., & Shanoyan, A. Peruvian Fishmeal Industry Resilience to El Nino Southern Oscillation (ENSO) Events: Implications for Industry Structure. Selected paper presented at the 2018 annual meeting of the Western Agricultural Economics Association, Anchorage, AK, June 24-26, 2018.
- McCollum, C., Bergtold, J., Shanoyan, A., & Archer, D. Potential Supply of Specialized Oilseeds for Bio-jet Fuel Production in the Wheat Belt of the United States. Selected paper presented at the 2018 annual meeting of the WERA-72, Manhattan, KS. June 18-20, 2018.
- Mzyece, A., Zereyesus, Y., & Shanoyan, A. Effect of Crop Diversification on Technical Efficiency and Income Variability in Northern Ghana. Selected paper presented at the 2018 annual meeting of the Southern Agricultural Economics Association, Jacksonville, FL, February 2-6, 2018.
- Hovhannisyan, V., & Shanoyan, A. An Empirical Analysis of Pre-Determined Food Demand in Russia. Selected paper presented at the 2018 annual meeting of the Southern Agricultural Economics Association, Jacksonville, FL, February 2-6, 2018.
- Shanoyan, A., Bankuti, S., & Colares-Santos, L. Contractual Arrangements and Incentive Structures in Transactions between Commodity Beef Producers and Processors in Brazil. Invited paper presented at the International Meeting on Economic Theory and Applied Economics, Maringa, PR, Brazil, October 27, 2017.
- Lindbloom, M., Shanoyan, A. Farm Diversification as an Adaptive Capability: Examining the Resilience of Kansas Farms. Selected paper presented at the 2017 annual Risk and Profit Conference, Manhattan, KS, August 16-17, 2017.
- Yao, B., Shanoyan, A., Hanawa Peterson, H., Boyer, C., & Baker, L. The Use of New-Media Marketing in the Green Industry: Analysis of Social Media Adoption and Impact on Sales. Selected paper presented at the 2017 annual meeting of the Agricultural and Applied Economics Association, Chicago, IL, July 30-August 1, 2017.
- Miller, N., Bergtold, J., Griffin, T., & Shanoyan, A. A Spatio-Temporal Analysis of the Adoption Process of Complementary Precision Agricultural Practices in Kansas. Selected paper presented at the 2017 annual meeting of the Agricultural and Applied Economics Association, Chicago, IL, July 30-August 1, 2017.



- Lindbloom, M., Shanoyan, A., & Griffin, T. The Effect of Diversification on Farm Resilience: A Longitudinal Analysis of Kansas Farms. Selected poster presented at the 2017 annual meeting of the Agricultural and Applied Economics Association, Chicago, IL, July 30-August 1, 2017.
- Hovhannisyan, V., & Shanoyan, A. Quantifying the Structure of Food Demand in Russia Using Provincial-Level Panel Data on Food Consumption. Selected poster presented at the 2017 annual meeting of the Agricultural and Applied Economics Association, Chicago, IL, July 30-August 1, 2017.
- Appuhamilage, B., Shanoyan, A., & Hovhannisyan, V. Analysis of Dietary Habit Transformation in Sri Lanka: Application of EASI Demand Approach. Selected paper presented at the 2017 annual meeting of the Western Agricultural Economics Association, Lake Tahoe, NV, July 9-11, 2017.
- Embaye, W., Bergtold, J., Schwab, B., and A. Shanoyan. Evaluation of Agricultural Extension Program. Selected paper presented at the 2017 annual meeting of the Western Agricultural Economics Association, Lake Tahoe, NV, July 9-11, 2017.
- Miller, N., Griffin, T., Bergtold, J., Ciampitti, I., Sharda, A., & Shanoyan, A. Precision Agriculture Technology Adoption Patterns by Kansas Farms. Selected paper presented at the 20th Annual Kansas Agricultural Technologies Conference of the Kansas Agricultural Research and Technology Association. Junction City, KS. January 19-20, 2017.
- Embaye, W., Bergtold, J., Schwab, B., & Shanoyan, A. Impact of Farm Training on Efficiency of Small Scale Farms in Armenia. Selected poster presented at the 2016 annual meeting of the Agricultural and Applied Economics Association, Boston, MA. July 31-Aug.2, 2016.
- Zereyesus, Y., Amanor-Boadu, V., Tsiboe, F., Ross, K., & Shanoyan, A. Experimental Evidence of Nutrition Interventions in Northern Ghana. Selected poster presented at the 2016 annual meeting of the Agricultural and Applied Economics Association, Boston, MA. July 31-Aug.2, 2016.
- Shanoyan, A., & Bergtold, J. Assessing Impact of Group Composition and Social Factors on Student Performance in Team-Based Learning Activities in Higher Education. Selected paper presented at the 2015 annual meeting of the WERA-72, Las Vegas, NV. June 21-23, 2015.
- Bergtold, J., Shanoyan, A., Fewell, J., & Williams, J. Farmer's Willingness to Grow Sweet Sorghum as an Annual Bioenergy Crop Under Contract: Assessing Willingness to Pay for Contract Attributes. Selected paper presented at the 2015 annual International Conference on Sustainable Energy and Environmental Protection, Paisley, Scotland. August 11-14, 2015.
- Hancock, A., Shanoyan, A., Zereyesus, Y., Ross, K., & Amanor-Boadu, V. The Effect of Storage and Infrastructure on Post-Harvest Loss in Northern Ghana. Selected paper presented at

- the 2015 International Food and Agribusiness Management Association's Annual World Symposium, Saint Paul, MN. June 14-17, 2015.
- Mzyece, A., Shanoyan, A., Zereyesus, Y., Ross, K., & Amanor-Boadu, V. Transaction Costs and Market Participation: Recent Evidence from Northern Ghana. Selected paper presented at the 2015 International Food and Agribusiness Management Association's Annual World Symposium, Saint Paul, MN. June 14-17, 2015.
- Salin-Maradeix, M., Zereyesus, Y., Ross, K., Shanoyan, A., & Amanor-Boadu, V. Fertilizer Use and Agricultural Productivity in Northern Ghana: The Effect of Transaction Costs in Accessing Input Markets. Selected paper presented at the 2015 International Food and Agribusiness Management Association's Annual World Symposium. Saint Paul, MN. June 14-17, 2015.
- Gutierrez, E., Zereyesus, Y., Ross, K., Shanoyan, A., & Amanor-Boadu, V. Unleashing Women's Productive Potential to Drive Economic Growth and Rural Development in Northern Ghana. Selected paper presented at the 2015 International Food and Agribusiness Management Association's Annual World Symposium, Saint Paul, MN. June 14-17, 2015.
- Bergtold, J., Shanoyan, A., Altman, I., Fewell, J., & Williams, J. Estimating the Supply of Corn Stover at the Farm Level for Biofuel Production: Taking Account of Farmers' Willingness to Harvest." Selected paper presented at the 2014 annual meeting of the Agricultural and Applied Economics Association, Minneapolis, MN. July 27-29, 2014.
- Zereyesus, Y., Shanoyan, A., Ross, K., & Amanor-Boadu, V. Children First: Understanding Children's Well-being in Northern Ghana. Selected paper presented at the 2014 annual meeting of the Agricultural and Applied Economics Association, Minneapolis, MN. July 27-29, 2014.
- Ross, K., Shanoyan, A., Zereyesus, Y., & Amanor-Boadu, V. Longitudinal Analysis of Child Malnutrition Trends in Ghana. Selected paper presented at the 2014 annual meeting of the Agricultural and Applied Economics Association, Minneapolis, MN. July 27-29, 2014.
- Zereyesus, Y., Shanoyan, A., Ross, K., & Amanor-Boadu, V. An Empirical Analysis of Household Well-being in Northern Ghana." Selected poster presented at the 2014 annual meeting of the Agricultural and Applied Economics Association. Minneapolis, MN. July 27-29, 2014.
- Zereyesus, Y., Ross, K., Shanoyan, A., & Amanor-Boadu, V. Effect of Women's Empowerment on Children Well-being in Northern Ghana. Selected poster presented at the 2014 annual meeting of the Agricultural and Applied Economics Association. Minneapolis, MN. July 27-29, 2014.
- Bergtold, J., Andrango, G., Shanoyan, A., & Ancher, D. Farmers' Willingness to Grow Oilseeds as a Biofuel Feedstock for Jet Fuel: A Latent Class Model Approach. Selected poster presented at the 2014 annual meeting of the Agricultural and Applied Economics Association. Minneapolis, MN. July 27-29, 2014.

Shanoyan, A., Ross, K., Zereyesus, Y., & Amanor-Boadu, V. An Apple a Day: Factors Affecting Fruits and Vegetable Expenditures and Consumption in Northern Ghana. Selected paper presented at the 2014 International Food and Agribusiness Management Association's Annual World Symposium, Cape Town, South Africa. June 16-17, 2014.

Shanoyan, A., Harris, K., & Briggeman, B. Learning-by-Doing: Cost Experience Curves of Midwestern Cooperatives. Selected paper presented at the 2014 International Food and Agribusiness Management Association's Annual World Symposium, Cape Town, South Africa. June 16-17, 2014.

Ross, K., Shanoyan, A., Amanor-Boadu, V., and Zereyesus, Y. From Subsistence to Commercial Production: Factors Affecting Smallholder Bean and Cowpea Producers' Market Participation in Zambia. Selected paper presented at the 2014 International Food and Agribusiness Management Association's Annual World Symposium, Cape Town, South Africa. June 16-17, 2014.

Zereyesus, Y., Shanoyan, A., Ross, K., & Amanor-Boadu, V. Determinants of Children's Well-being in Northern Ghana. Selected paper presented at the 2014 International Food and Agribusiness Management Association's Annual World Symposium, Cape Town, South Africa. June 16-17, 2014.

Ross, K., Zereyesus, Y., Shanoyan, A., & Amanor-Boadu, V. The Health Effects of Women Empowerment: Recent Evidence from Northern Ghana. Selected paper presented at the 2014 International Food and Agribusiness Management Association's Annual World Symposium, Cape Town, South Africa. June 16-17, 2014.

Zereyesus, Y., Ross, K., Shanoyan, A., & Amanor-Boadu, V. Examining the Relationship between Women's Empowerment and Children Well-Being: The Case of Northern Ghana. Selected paper presented at the 2014 International Food and Agribusiness Management Association's Annual World Symposium, Cape Town, South Africa. June 16-17, 2014.

Shanoyan, A., Briggeman, B., Harmon, B., Harris, K., Haverkamp, J., Heier, R., Holder, J., Kniebel, C., Jackson, K., Lutz, T., Warta, T., & Wendelburg, A. (2014). Cooperative Innovation: The Case of Team Marketing Alliance, LLC. Selected paper presented at the 2013 annual meeting of the Agricultural and Applied Economics Association, Washington, D.C. August 4-6, 2013.

Shanoyan, A., Ross, B., Gow, H., Peterson, C., & Black, R. Long-term Sustainability of Third-party Facilitated Market Linkages: Evidence from the USDA Marketing Assistance Program in the Armenian Dairy Industry. Selected paper presented at the 2012 annual meeting of the Agricultural and Applied Economics Association, Seattle, WA. August 12-14, 2012.

Shanoyan, A., Ross, B., Gow, H., Peterson, C., & Black, R. Third-Party Facilitation of Market Linkages in the Agri-Food Supply Chain: Evidence from the Armenian Vegetable Industry. Selected paper presented at the 2012 annual meeting of the Agricultural and Applied Economics Association, Seattle, WA. August 12-14, 2012.

- Shanoyan, A., Gow, H., Peterson, C., & Ross, B. Third-Party Facilitation of Investments in Private Enforcement Capital: Evidence from Armenian Dairy Industry. Selected paper presented at the 2010 annual meeting of the Agricultural and Applied Economics Association. Denver, CO. July 25-27, 2010.
- Ross, B., Shanoyan, A., Conner, D., Smalley, S., & Colasanti, K. Distributing Entrepreneurial Agri-Food Products: A Double Hurdle Model of Participation and Expenditure at Michigan Farmers' Markets. Selected paper presented at the 2010 International Food and Agribusiness Management Association's Annual World Symposium. Boston, MA. June 19-20, 2010.
- Gow, H., & Shanoyan, A. Is the Facilitation of Sustainable Market Access Achievable? Design and Implementation Lessons from Armenia. Selected paper presented at the 2010 IAMO Forum. Halle, Germany. June 16-18, 2010.
- Gow, H., & Shanoyan, A. Is Sustainable Market Access Achievable for Small Farmers? A Dual Strategy to Overcoming the Intervention Design Challenge. Selected paper presented at the joint FAO-IAMA Workshop. Budapest, Hungary. June 20-21, 2009.
- Gow, H., & Shanoyan, A. Designing Appropriate Market Linkage Programs for Small Farmers: Are Cooperatives and Private Firms Complements or Substitutes? Selected poster presented at the 2008 International Food and Agribusiness Management Association's Annual World Symposium. Monterey, CA. June 14-15, 2008.
- Gow, H. & Shanoyan, A. Investment and Income Responses to Marketing Channel Choice. Selected paper presented at the 2006 annual meeting of the Agricultural and Applied Economics Association, Long Beach, CA. July 23-26, 2006.
- Gow, H., Shanoyan, A., & White, T. Public Facilitation of Economically sustainable Business Linkages in Subsistence Markets: Lessons Learnt from the USDA Marketing Assistance Program in Armenia. Selected paper presented at the 2006 Conference on Product Market Development for Subsistence Marketplaces. Chicago, IL. August 2-4, 2006.

## **PROFESSIONAL SERVICE**

### **University**

- Undergraduate Program Committee, Department of Agricultural Economics, KSU. 2012 – present.
- Co-Advisor, Agricultural Economics/Agribusiness Club, Department of Agricultural Economics, KSU. 2012 – present.
- Advisor for the KSU Ag. Economics graduate student case competition team at the International Food and Agribusiness Management Association Annual World Symposium, Summer 2014, 2015, 2021 (1<sup>st</sup> place), 2023 (1<sup>st</sup> place).
- Advisor for the KSU Ag. Economics graduate student case competition teams at the AAEA Annual Meeting. Summer 2014 (1<sup>st</sup> place), 2015 (1<sup>st</sup> place), 2016 (2<sup>nd</sup> place), 2018 (3<sup>rd</sup> place), 2019 (1<sup>st</sup> place), 2020 (1<sup>st</sup> place), 2021 (1<sup>st</sup> place), 2022, 2023.
- Member of the Advisory Council, Arthur Capper Cooperative Center, Department of Agricultural Economics, KSU. August 2023 – present.

PhD Program Committee, Department of Agricultural Economics, KSU. 2018-2019.  
 Agricultural Economics Preliminary Examination Committee, Department of Agricultural Economics, KSU. 2018 – 2019.  
 Search Committee, Instructor for Ag Sales and Marketing position. Spring 2019.  
 Search Committee, Assistant Professor position. Fall 2014.  
 Mentor, K-State Center for Risk Management Education & Research, Research Projects, Fall 2014, 2015, 2016.  
 Mentor, K-State Research and Extension Multicultural Fellows Program, College of Agriculture, KSU. Summer 2014, 2015, 2017.  
 Graduate Policy Committee, Department of Agricultural, Food and Resource Economics, Michigan State University, 2008-2009  
 Vice President, Graduate Student Organization in the Department of Agricultural, Food and Resource Economics, Michigan State University, 2008-2009

### National and International Organizations

Managing Editor, International Food and Agribusiness Management Review. August 2015 – present.  
 Invited Guest Editor for the IFAMR Special Issue on Agri-Food Systems Transformation: Sustainability, Resilience and the Role of Technology, 2022.  
 Invited speaker in the IFAMA Case Study Competition Workshop, Spring 2023.  
 Invited Guest Editor for the Western Economic Forum Special Issue on Value-At-Risk in Agricultural Supply Chains, 2022.  
 Chair-Elect, Chair of Agribusiness Economics and Management Section of the Agricultural and Applied Economics Association, for 2019-2021 term.  
 Elected Director, Western Agricultural Economics Association, for 2017-2020 term.  
 Topic Leader for the area of “Agribusiness Economics & Management”, Agricultural and Applied Economics Association 2017-2019.  
 Member of the AAEA Membership Committee, 2021-2022.  
 Teaching Award Subcommittee of the Agricultural and Applied Economics Association. 2013 – 2016.  
 Board of Trustees, International Center for Agribusiness Research and Education. 2013 – present.  
 Marketing Consultant, Online Marketing Consultancy Project for Small and Medium Enterprises in Armenia, 2002  
 Journal referee service for *International Food and Agribusiness Management Review*; *Energy Economics*; *Journal of Commodity Markets*; *Agribusiness: an International Journal*.

### GRADUATE STUDENT ADVISING

#### Graduate Advising:

<i>Student Name</i>	<i>Degree</i>	<i>My role</i>
1. Elaheh Rabiee	PhD	Major Professor
2. Lonnie Hobbs	PhD (Completed Su23)	Major Professor
3. Priyanka Sharma	PhD	Major Professor
4. Becatien Yao	PhD (Completed F19)	Major Professor
5. Kazi Tamim Rahman	PhD (Completed S20)	Major Professor
6. Michael Lindbloom	PhD (Completed F18)	Major Professor
7. Jody Wendt	PhD (Completed S22)	Dissertation Committee Member
8. Mengistu Kassie	PhD	Dissertation Committee Member

9. Obiribea Ofori	PhD	Dissertation Committee Member
10. Rudra Baral (Agronomy)	PhD (Completed Su23)	Dissertation Committee Member
11. Ralph Armah	PhD (Completed S19)	Dissertation Committee Member
12. Agness Mzyece	PhD (Completed S19)	Dissertation Committee Member
13. Elizabeth Gutierrez	PhD	Dissertation Committee Member
14. Pacem Kotchofa	PhD (Completed S19)	Dissertation Committee Member
15. Abigail Adaku	PhD (Completed S20)	Dissertation Committee Member
16. Asha Nalunga	PhD (Completed S21)	Dissertation Committee Member
17. A. Sant Anna	PhD (Completed S17)	Dissertation Committee Member
18. Graciela Andrago	PhD (Completed S16)	Dissertation Committee Member
19. Megan Hill	MS (Completed SU22)	Major Professor
20. Karen Davtyan	MS (Completed F22)	Major Professor
21. Elizabeth Carter	MS (Completed F20)	Major Professor
22. Lonnie Hobbs	MS (Completed S19)	Major Professor
23. Rudra Baral	MS (Completed F19)	Major Professor
24. Paul Leiva	MS (Completed S18)	Major Professor
25. Shuang Xu	MS (Completed F17)	Major Professor
26. Tianyu Chen	MS (Completed F17)	Major Professor
27. Becatien Yao	MS (Completed F16)	Co-Major Professor
28. Michelle Estes	MS (Completed F15)	Major Professor
29. Abena Damuah	MS (Completed SU23)	Thesis Committee Member
30. Iretiayo Akinjo	MS (Completed S23)	Thesis Committee Member
31. Eliyasu Osman	MS (Completed S23)	Thesis Committee Member
32. Devin Brand	MS (Completed S21)	Thesis Committee Member
33. Catherine Ofori	MS (Completed S20)	Thesis Committee Member
34. Allison Pitts	MS (Completed S19)	Thesis Committee Member
35. Pedro Masi	MS (Completed S19)	Thesis Committee Member
36. Eva Kyereboah	MS (Completed F18)	Thesis Committee Member
37. Yuchen Qin	MS (Completed F18)	Thesis Committee Member
38. Bolanle Atilola	MS (Completed S20)	Thesis Committee Member
39. Emilie Herbst	MS (Completed S18)	Thesis Committee Member
40. Geqi Li	MS (Completed F18)	Thesis Committee Member
41. Olabisi Ekong	MS (Completed F17)	Thesis Committee Member
42. Elizabeth Gutierrez	MS (Completed S17)	Thesis Committee Member
43. Agness Mzyece	MS (Completed S16)	Thesis Committee Member
44. Adam Hancock	MS (Completed S16)	Thesis Committee Member
45. Maxim Salin	MS (Completed F15)	Thesis Committee Member
46. Alex Strevel	MS (Completed S14)	Thesis Committee Member
47. Sage Henderson	MAB (Completed F23)	Major Professor
48. Rebecca Reese	MAB	Major Professor
49. Kyler Jost	MAB (Completed SU23)	Major Professor
50. Amanda Smith	MAB	Major Professor
51. Luis Montalvo	MAB	Major Professor
52. Kaitlin Nicholson	MAB (Completed F22)	Major Professor
53. Cynthia Garlick	MAB (Completed S22)	Major Professor
54. Sarah Niederee	MAB (Completed S22)	Major Professor
55. Megan Espinda	MAB (Completed SU21)	Major Professor
56. Lenai Branco	MAB (Completed S20)	Major Professor
57. Shaina Allison	MAB (Completed F20)	Major Professor
58. Nathan Avedian	MAB (Completed F18)	Major Professor
59. Sydney Van Ravenswaay	MAB (Completed F18)	Major Professor
60. Jennifer Lincoln Askew	MAB (Completed F18)	Major Professor
61. Tyler Rouse	MAB (Completed S18)	Major Professor
62. Jamie Cooke	MAB (Completed F17)	Major Professor
63. Steven Locke	MAB	Thesis Committee Member
64. Tara Leytham	MAB (Completed S23)	Thesis Committee Member
65. Dallas Schmeidler	MAB (Completed S23)	Thesis Committee Member
66. Jody Roberts	MAB (Completed S23)	Thesis Committee Member
67. Amber Stutsman	MAB (Completed S23)	Thesis Committee Member

68. Morgan Stutrud	MAB (Completed F22)	Thesis Committee Member
69. Adam Carruthers	MAB (Completed SU22)	Thesis Committee Member
70. Kevin Kohls	MAB (Completed S22)	Thesis Committee Member
71. Leigh Wilmes	MAB (Completed S22)	Thesis Committee Member
72. Ryan Schiess	MAB (Completed S22)	Thesis Committee Member
73. Allison Jenkins	MAB (Completed S22)	Thesis Committee Member
74. Liz Moore	MAB	Thesis Committee Member
75. Timothy Engel	MAB (Completed SU22)	Thesis Committee Member
76. Ethan Taube	MAB (Completed S21)	Thesis Committee Member
77. Rita Ramirez	MAB (Completed S21)	Thesis Committee Member
78. Megan McWherter	MAB (Completed S21)	Thesis Committee Member
79. Jacob Buehler	MAB (Completed S21)	Thesis Committee Member
80. Sarah Segovia	MAB (Completed S21)	Thesis Committee Member
81. Dorothy Herman	MAB (Completed S21)	Thesis Committee Member
82. Michael Bonacorsi	MAB (Completed S21)	Thesis Committee Member
83. Mary Scheffler	MAB (Completed F21)	Thesis Committee Member
84. Randy Hobert	MAB (Completed F20)	Thesis Committee Member
85. Scott Marckini	MAB (Completed S19)	Thesis Committee Member
86. Kaitlyn O'Neal	MAB (Completed S19)	Thesis Committee Member
87. N. Bartholomew	MAB (Completed F17)	Thesis Committee Member
88. C. Patterson	MAB (Completed F17)	Thesis Committee Member
89. N. Luna	MAB (Completed F16)	Thesis Committee Member
90. B. Myers	MAB (Completed F15)	Thesis Committee Member
91. K. Anderson	MAB (Completed F14)	Thesis Committee Member
92. H. Tenhoff	MAB (Completed F14)	Thesis Committee Member

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## PROFESSIONAL AFFILIATION

Agricultural and Applied Economics Association  
 Western Agricultural Economics Association  
 International Food and Agribusiness Management Association  
 Association for International Agriculture and Rural Development  
 Western Education, Extension, and Research Activities Committee on Agribusiness

## LANGUAGE SKILLS

English (fluent), Russian (fluent), Armenian (native)

## TEACHING EXPERIENCE

- Instructor in AGECE 318-Food and Agribusiness Management, Department of Agricultural Economics, Kansas State University, Spring 2014 – 2023, Fall 2021.
- Instructor in AGECE 599-Food and Agribusiness Management Strategies a senior level capstone course for Agribusiness majors, Department of Agricultural Economics, Kansas State University, Spring 2012 – 2023, Fall 2021.
- Instructor in AGECE 880-Agribusiness Industry Structures a graduate level course, Department of Agricultural Economics, Kansas State University, co-instructor in Spring 2012, 2013, 2014, 2015; main instructor in 2016 – 2023.

- Instructor in AGE 735-Marketing and Sales in the Animal Health Industry a graduate level course, Department of Agricultural Economics, Kansas State University, Summer 2020-2023.
- Co-Instructor in FIM 439-Food Business Analysis and Strategic Planning a senior level capstone course for Food Industry Management majors, Department of Agricultural, Food, and Resource Economics, Michigan State University, Fall 2010 and 2011.
- Invited Guest Lecturer, Department of Food Science and Human Nutrition, Michigan State University. Designed and presented lecture “*Designing, Staging, and Marketing the Experience*” to senior undergraduates in Food Product Development course, September 2008 and September 2009.
- Invited Guest Lecturer, Department of Agricultural, Food, and Resource Economics, Michigan State University. Designed and presented lecture “*Moral Hazard and Adverse Selection Problems in Russian Meat Markets*” to doctoral students in Information Economics and Institutions in Agriculture and Natural Resources course, November 2009.
- Teaching Assistant, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, senior/graduate level course in International Agribusiness Management. Fall 2005 and Fall 2006