

Cornell Food Faculty & Staff

(Covering Human Ecology and SC Johnson College of Business)

[College of Human Ecology](#) - Nutrition, Public Policy, and Human Design

[John Hoddinot](#) - Food and Nutrition Economics - his PhD was from Oxford! I am interested in the causes of poverty, food insecurity and undernutrition, and the design and evaluation of interventions that would reduce these. I have also undertaken work on poverty dynamics, intrahousehold resource allocation, schooling, labour markets, aid allocation and on improving survey methods.

[Roger Figueroa](#) - is the Director and Founder of the Figueroa Interdisciplinary Group (FIG) Lab, and Assistant Professor in Social and Behavioral Science in Nutrition in the Division of Nutritional Sciences (DNS), College of Human Ecology at Cornell University. In the FIG Lab, the research team designs testable conceptual frameworks, measures, and multi-faceted research studies to understand how policy, systems, and environmental factors influence diet- and health-related outcomes. Dr. Figueroa is a transdisciplinary scientist with expertise in public health, nutrition, implementation, participatory, and team science.

[Tashara M. Leak](#) - I design culturally relevant interventions, in partnership with community stakeholders, that aim to improve diet, health, and overall wellbeing of adolescents that reside in urban communities.

[David Sahn](#) - My work is motivated by the need to identify solutions to poverty, malnutrition, and disease in developing countries, and reducing inequalities that contribute to low levels of living standards.

[Marla Lujan](#) - The focus of her research relates to the interplay of nutrition and metabolic status with women's reproductive health. Specific interests include understanding mechanisms whereby diet, glucoregulatory status and adiposity impact ovulation and lead to loss of regular menstrual cycles (amenorrhea) in women.

[Elizabeth Johnson](#) - Her work focuses on understanding how metabolite production by the gut microbiome influences host phenotypes as well as how the lipid content of host diets affects the establishment of the microbiome.

[Saurabh Mehta](#) - The central theme of Dr. Mehta's research is the interplay between nutrition and disease, including facilitating field-friendly assessment for both and elucidating how nutrition can be used as a modifiable risk factor to improve health and associated outcomes, often in the context of pregnancy and early childhood.

[Angela Odoms-Young](#) - Dr. Odoms-Young's research explores the social and structural determinants of dietary behaviors and related health outcomes in low-income populations and black, Indigenous, and people of color. Her work also centers on developing culturally responsive programs and policies that promote health equity, food justice, and community resilience.

[Mardelle McCuskey Shepley](#) - Academic Director of the Cornell Institute for Health Futures. I see study hypotheses as brethren to design goals; in both cases the participant/observer is seeking to demonstrate the relationship between an objective and an outcome. Because of this interpretation, my research is characterized by its translational content; my colleagues and I generate data that can be applied to built projects. The second criterion that motivates my research agenda is the satisfaction I receive from addressing social needs, in particular human health and well-being, and environmental sustainability.

SC Johnson College of Business - 3 Schools within the College

- [Dyson](#) - School of Applied Economics and Management
- [Nolan](#) - School of Hotel Administration
- [Johnson](#) - Graduate School of Management

Dyson - School of Applied Economics and Management

[Prabhu Pingali](#) - Prabhu Pingali is a professor in the Charles H. Dyson School of Applied Economics and Management at Cornell University, with a joint appointment in the Division of Nutritional Sciences and Department of Global Development. Professor Pingali is the founding director of the Tata-Cornell Institute for Agriculture and Nutrition (TCI). Prior to joining Cornell, he was the deputy director of the Agricultural Development Division of the Bill and Melinda Gates Foundation, from 2008 to May 2013. He was director of the UN Food and Agriculture Organization's Agriculture and Development Economics Division from 2002-2007.

[Frank Ge](#) - Frank Ge's research covers a wide range of multi-disciplinary topics, including production economics, agribusiness, marketing, supply chain management and operations research. He is deeply committed to developing computational methods for optimization models to generate solutions for complex real economic systems and for strategic management issues.

[Christopher A. Wolf](#) - Focused on the dairy sphere, including alternative meat and dairy labeling consumer behavior.

[Cristopher Barret](#) - Stephen B. and Janice G. Ashley Professor of Applied Economics and Management, and an international professor of agriculture at the Charles H. Dyson School of Applied Economics and Management, as well as a professor in the Cornell Jeb E. Brooks

School of Public Policy, and a fellow of the Cornell Atkinson Center for Sustainability, all at Cornell University. He is co-editor-in-chief of the journal Food Policy and edits the Palgrave Macmillan book series Agricultural Economics and Food Policy.

[Miguel Gomez](#) - Professor Gómez concentrates his research program on two interrelated areas under the umbrella of food marketing and distribution. The first is Food Value Chains Competitiveness and Sustainability. His work in this area involves multi-disciplinary collaborations for the development models to assess supply chain performance in multiple dimensions - economic, social and environmental. The second is Food Markets. Here, he combines theory and outreach methods to analyze food markets from farm to table, emphasizing key concepts such as demand response, consumer behavior, buyer-seller negotiations, market power, and retail performance.

[Jie Li](#) - Key research areas include customer satisfaction in brewery tasting rooms, consumer acceptance of alternative foods like mealworms and blended meat-mushroom products, and the economics of agricultural practices such as clean plant initiatives and integrated pest management. The work also delves into health and diet-related topics, such as nudging consumers towards healthier food choices, and assesses various factors influencing food purchasing decisions. Additionally, the research explores the impact of marketing and sensory information on food product preferences.

[David Just](#) - The research of this individual primarily focuses on behavioral economics and its applications in agricultural and food policies. Key themes include the exploration of risk preferences, the impact of economic decisions on rural communities, and the implementation of innovative strategies like reverse auctions for conservation contracts and behavioral economics to improve school lunchroom practices. This work has been recognized with numerous awards and honors, reflecting significant contributions to the fields of agricultural and applied economics, nutrition, and food science.

[Harry M. Kaiser](#) - The research in these refereed journal articles primarily focuses on agricultural economics, food policy, and market dynamics. Key areas of study include the impact of food taxes, labeling, and advertising on consumer behavior and health outcomes, as well as the examination of market power and trade effects in various agricultural sectors. These works contribute significant insights into how economic policies and market mechanisms influence food choices, trade, and overall public health.

[Ravi Kanbur](#) researches and teaches in development economics, public economics and economic theory. He is well known for his role in policy analysis and engagement in international development. He has served on the senior staff of the World Bank including as Chief Economist for Africa. He has also published in the leading economics journals, including Journal of Political Economy, American Economic Review, Review of Economic Studies, Journal of Economic Theory and Economic Journal. He is Co-Chair of the Food Systems Economics Commission. The positions he has held include: Chair of the Board of United Nations University-World Institute for Development Economics Research, member of the OECD High Level Expert Group

on the Measurement of Economic Performance, President of the Human Development and Capability Association, President of the Society for the Study of Economic Inequality, member of the High Level Advisory Council of the Climate Justice Dialogue, Co-Chair of the Scientific Council of the International Panel on Social Progress, and member of the Core Group of the Commission on Global Poverty.

[Bradley Rickard](#) - His teaching and research focus on the economic implications of policies (USA), innovation, and industry-led initiatives in food and beverage markets. Key themes include the impact of date labeling on food waste, consumer acceptance of new plant-breeding technologies, and the effects of market dynamics and regulatory changes on the alcohol and agricultural industries. Additionally, his work explores the influence of COVID-19 on consumer purchasing habits and the implications of environmental policies and agricultural practices on sustainable food production.

[Edward Mabaya](#) - Motivated by childhood experiences growing up in rural Zimbabwe, he is involved in several programs that seek to improve the lives of African farmers through agriculture. He is the principal investigator of The African Seed Access Index. He conducts applied research on agriculture and agribusiness value chains in developing countries with a focus on Sub-Saharan Africa, with studies on three interrelated themes: (a) agribusiness in developing countries, (b) seed Systems, and (c) agricultural input and output markets serving smallholder farmers

[Edward McLaughlin](#) - Edward William McLaughlin's research focuses primarily on food marketing, distribution, and policy analysis. His work involves extensive teaching, research, and outreach in these areas, reflecting his deep involvement in the food industry. He has contributed to various publications and programs that delve into different aspects of food retailing, distribution, and marketing, emphasizing the dynamics of fresh food pricing, customer satisfaction, and retail performance. His research often intersects with topics like food safety, trade promotions in the supermarket industry, and the dynamics of fresh fruit and vegetable pricing. McLaughlin's work provides valuable insights into the complexities and evolving trends in food distribution and retailing.

[Joanna B. Upton](#) - Joanna Upton's research primarily focuses on food security, agricultural resilience, and the effectiveness of food aid and policy interventions. Her work includes comparative assessments of resilience measurement approaches, the impact of food price volatility on household food security, and evaluations of food aid procurement strategies. Additionally, Upton explores the sociopolitical and economic dimensions of food security, particularly in the context of developing countries and in response to crises like COVID-19.

[Wendong Zhang](#) - Dr. Wendong Zhang is an Assistant Professor and Extension Economist in the Dyson School of Applied Economics and Management, SC Johnson College of Business at Cornell University. His research seeks to better understand the interplay between agriculture and the environment, farmland market, and Chinese agriculture.

[Jinhua Zhao](#) - He served on the Environmental Economics Advisory Committee of the US Environmental Protection Agency's Science Advisory Board as well as the Air, Climate and Energy Committee of EPA's Board of Scientific Counselors. He conducts research in the broad area of environmental and resource economics, with special interests in global climate change, renewable energies, water, technology adoption, dynamic decision making under uncertainty, and applied microeconomics in general. He also has research interests in China's environment, including government regulation and individual behavior, environmental valuation and payment for ecosystem services.

[Ralph Dean Christy](#) - Ralph D. Christy is director of CIIFAD and professor of emerging markets at Cornell University, where he teaches and conducts food marketing research and educational programs on the economic performance of markets and distribution systems. He has advised industry leaders and public policy makers on food marketing strategies, economic development, and the organization of the global food economy.

[Carla Gomes](#) - Gomes's central research themes are the integration of concepts from constraint and logical reasoning, mathematical programming, and machine learning, for large scale combinatorial problems; the study of the impact of structure on problem hardness; and the use of randomization techniques to improve the performance of exact (complete) search methods. More recently, Gomes has become deeply immersed in research in the new field of computational sustainability. Gomes is the lead PI of an NSF Expeditions in Computing award on computational sustainability and the director of the newly established Institute for Computational Sustainability at Cornell University. Gomes is a fellow of the Association for the Advancement of Artificial Intelligence

[Calum Turvey](#) - He is the editor of Agricultural Finance Review and conducts research in the area of agricultural finance, risk management and agricultural policy.

[Matthew Niel LeRoux](#) - Matt has 20 years' experience serving farms through Cornell Cooperative Extension, non-profits, and consulting. Specializing in market strategy, Matt works with a diverse mix of produce and livestock farmers and food businesses.

[Jura Liaukonyte](#) - Jura Liaukonyte's research primarily focuses on the economics of advertising, quantitative marketing, and industrial organization. A significant aspect of her work pertains to food marketing and labeling. She has explored topics such as online grocery shopping behavior, GMO and non-GMO labeling effects, advertising impacts on food demand, and consumer responses to different food labeling practices. Her studies often involve empirical analysis of consumer behavior and marketing strategies related to the food industry, providing insights into how marketing and labeling influence consumer choices and perceptions in the context of food systems.

Nolan - School of Hotel Administration

[Aaron Adaljia](#) - Adalja's research interests include a range of topics in food and agricultural economics, drawing on consumer theory, industrial organization, and marketing to examine empirical questions in food labeling and quality certification, food safety, and agricultural marketing. His current research includes studies on consumers' and firms' responses to voluntary non-GMO food labeling and on the economic impact of U.S. food safety regulation on produce growers.

[Elena Belavina](#) - She collaborates with startups, established companies, and public agencies to study sustainable food systems and transportation. In collaboration with a leading Food-Tech company, her recent research examines the impact of adopting computer-vision-enabled tech on food waste in commercial kitchens. It also develops machine-learning-based classifiers for the detection of food-production problems. Previously, she studied how the grocery industry's structure and pricing policies influence food waste, the environmental impact of online grocery shopping, and the design of bike-share systems. She has also studied sustainable sourcing, relational contracts, and supply network design including the role of supply chain intermediaries. Methodologically, her research involves holistic analysis of logistic and economic systems, econometric analysis of large datasets to advise on system improvements and policies, and machine learning.

[Jacob Patrick Chestnut](#) - The Business of Coffee My research interests span the area of socially sustainable operations and my work is informed by the observation that a firm who views sustainability as an opportunity to innovate, can sometimes “do well by doing good.” In such situations, a self-interested actor maximizes her own outcomes (by improving profits, decreasing costs, or minimizing risk) while simultaneously creating some positive externality. While social sustainability is my primary focus, my interests encompass novel service contexts, such as law, where self-interested behavior yields positive externality.

[Lilly Jan](#) - Dr. Lilly Jan is a food and beverage management academic, consultant, and chef, with nearly 15 years in hospitality and foodservice, across the industry in catering and events, retail, television production, and more. She teach courses in restaurant management, cultures and cuisine, and foodservice facility design for the Hotel School. Her research interests include food culture and restaurant culture, looking at career opportunities and progression for historically marginalized foodservice employees as it relates to education, training, inclusion, cultural competency, and workplace environments.

[Kathy LaTour](#) - She is an expert in the area of marketing hedonic experiences, with a particular focus on wine and gambling. She received her PhD from the University of Iowa in 1997. From 1997-2001, she served as a visiting scholar in the Mind of the Market Lab at the Harvard Business School, where she worked with Gerald Zaltman and Stephen Kosslyn on applications of cognitive neuroscience to marketing, and from 2004 to 2011, she was on the faculty of the UNLV Hotel School, where she taught marketing, marketing research, and a strategic-focused consumer behavior class to undergraduate and graduate hospitality students.

[Alex Susskind](#) - Through his active research program, Professor Susskind is currently examining how: (1) customer-service provider interaction among guests, employees, and managers influences organizational performance; (2) communication networks in organizations are influenced by elements such as teamwork and organizational change; (3) organizational technology is influencing/changing the relationship between guests and service-based employees and managers, and (4) nutrition information provided by restaurants on menus (as required by the Affordable Care Act starting in May 2018) is influencing guests' food choices when they dine out in full-service restaurants.

[Helen HaeEun Chun](#) - As a behavioral scientist, she has examined various behavioral drivers of customer experience management, service design, branding, and emerging media/digital technology. Her ongoing work explores the implications of collaborative consumption, sustainable service ecosystems, corporate social responsibility initiatives, and the promotion of prosocial and sustainable behaviors on both society and the global scale.

[Johnson](#) - Graduate School of Management

[Mark Milstein](#) - Mark Milstein's research primarily revolves around sustainable global enterprise, focusing on how businesses can contribute to sustainable development. His work emphasizes the intersection of sustainability with various business sectors, including food, hospitality, and tourism. Much of his research and professional activities is dedicated to understanding and promoting sustainable practices within these industries, highlighting the importance of environmental and social responsibility in business operations. His research includes exploring sustainable tourism, food systems, and the broader impacts of businesses on the environment and society.

[Kaitlin Woolley](#) - Kaitlin Woolley's research navigates the fascinating intersection of food and human behavior, focusing on how eating habits influence and are influenced by social interactions and psychological states. Her work encompasses the dynamics of shared food consumption, its potential to build or disrupt connections, the emotional impact of food restrictions, and the way similar food choices can foster trust and cooperation. Woolley's studies offer a unique lens on the role of food in shaping interpersonal relationships and individual well-being.

[Vishal Gaur](#) - Vishal Gaur's research primarily focuses on operations and supply chain management with a strong emphasis on retail operations and food waste. He explores the complexities of retail supply chains, examining how companies can optimize their operations and reduce waste, particularly in the context of perishable goods. Gaur also investigates the role of digital operations in modern supply chains and the use of advanced technologies like blockchain for enhancing supply chain transparency. His

work provides valuable insights into the strategies that can improve efficiency and sustainability in the food and retail sectors.