

# JIAYU SUN

446 West Circle Drive, East Lansing, MI 48824  
Email: [sunjiay5@msu.edu](mailto:sunjiay5@msu.edu)

## EDUCATION

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<b>PhD</b>	Agriculture Economics, Michigan State University	2020-2024 ( <i>Expected</i> )
	<b>Dissertation:</b> Consumer Demand for Emerging Protein Alternatives: Drivers and Mitigating Factors	
	<b>Advisors:</b> Dr. Vincenzina Caputo, Dr. David Ortega	
<b>BA</b>	Energy Economics, Renmin University of China	2016-2020
<b>Exchange</b>	Economics, Tübingen University	2018-2019

## FIELDS OF INTEREST

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Behavioral and Experimental Economics, Agribusiness, Food Marketing, Food Policy, Big Data and Machine Learning

## ACADEMIC PUBLICATIONS

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- Sun, J.**, Ortega, D. L., & Lin, W. (2023). Food values drive Chinese consumers' demand for meat and milk substitutes. *Appetite*, *181*, 106392. [[Link](#)]
- Ortega, D. L., **Sun, J.**, & Lin, W. (2022). Identity labels as an instrument to reduce meat demand and encourage consumption of plant based and cultured meat alternatives in China. *Food Policy*, *111*, 102307. [[Link](#)]
- Sun, J.**, Zhang, X. B., Liu, Y., & Zheng, X. (2022). Pass-through of diesel taxes and the effect on carbon emissions: Evidence from China. *Journal of Environmental Management*, *321*, 115857. [[Link](#)]
- Zhang, X. B., **Sun, J.**, Fei, Y., & Wei, C. (2020). Cooler rooms on a hotter planet? Household coping strategies, climate change, and air conditioning usage in rural China. *Energy Research & Social Science*, *68*, 101605. [[Link](#)]

## PAPERS UNDER REVIEW

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- Sun, J.**, Caputo, V., Taylor, H., & Cessna J. Using machine-learning methods in meta-analyses: An empirical application on consumer acceptance of meat alternatives. *Applied Economic Perspectives and Policy*. Under Review.
- Taylor, H., Caputo, V., **Sun, J.**, Staples, A.J., & Cessna J. Market outlook for the first and second generation of meat alternatives: Challenges, opportunities, and new developments. *Special Outlook Report*, USDA-ERS. Under Review.
- Lin, L. Ortega, D.L., & **Sun, J.** The effectiveness of misinformation corrective strategies and

implications for consumers' food preferences and policy attitudes. *Science Communication*. Under Review.

## RESEARCH IN PROGRESS

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1. “**Market power and brand loyalty in plant-based meat alternative industries**”, with Dr. Vincenzina Caputo. Targeted Journal: *American Journal of Agricultural Economics*.
2. “**Impact of peer effect on meat alternative purchase: uncertainty reduction vs. social utility**”, with Dr. Vincenzina Caputo and Dr. David Ortega. Targeted Journal: *Journal of Agricultural Economics*.

## TEACHING EXPERIENCE

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AFRE 340, Food Marketing Research and Analytics Fall, 2022  
Instructor: Dr. Vincenzina Caputo  
Help to co-tutor labs and grade homework.

AFRE 891, Topics in Agriculture, Food, & Resource Economics Spring, 2023  
Instructor: Dr. Vincenzina Caputo  
Help to co-tutor labs and grade homework.

## PROFESSIONAL EXPERIENCE

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**Research Assistant**, Michigan State University 2021-present  
Supervisor: Dr. Vincenzina Caputo  
Dr. David Ortega 2020-2021

**Research Assistant**, Duke Kunshan University 2019-2021  
Supervisor: Dr. Junjie Zhang

**Research Assistant**, National Development and Reform Commission 2019-2020  
Supervisor: Dr. Jingxuan Hui

## HONORS AND AWARDS

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A. Allan Schmid Fellowship 2022

Glenn and Sandy Johnson Dissertation Enhancement Fellowship 2023

AAEA Trust Fund 2023

## PROFESSIONAL SERVICE

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**Referee**, *Appetite*; *Journal of Environmental Management*; *Current Developments in Nutrition*; *Systems Microbiology and Biomanufacturing*; *Agricultural and Applied Economics Association (AAEA) 2023*

**Co-organizer**, Invited Session, On the use of machine learning and big data in agriculture/food marketing and policy. *Agricultural and Applied Economics Association Annual Meetings*, Washington, D.C., July 23-July 25, 2023.

## PRESENTATIONS

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1. \*Ortega, D. L., **Sun, J.**, & Lin, W. Identity labels as an instrument to reduce meat demand and encourage consumption of plant based and cultured meat alternatives in China. *Congress of the European Association of Agricultural Economists*, Rennes, France, August 29-September 1, 2023.
2. **Sun, J.**, Caputo, V., Taylor, H. Using machine-learning methods in meta-analyses: An empirical application on consumer acceptance of meat alternatives. *Agricultural and Applied Economics Association Annual Meetings*, Washington, D.C., July 23-July 25, 2023.
3. \*Lin, L., Ortega, D.L., & **Sun, J.** The effectiveness of misinformation corrective strategies and implications for consumers' food preferences and policy attitudes. *Agricultural and Applied Economics Association Annual Meetings*, Washington, D.C., July 23-July 25, 2023.
4. **Sun, J.**, Caputo, V., Taylor, H., & Cessna J. Using machine-learning methods in meta-analyses: An empirical application on consumer acceptance of meat alternatives. *WERA-72 Annual Meeting*, Logan, Utah, June 6-June 7, 2023.
5. **Sun, J.**, Ortega, D. L., & Lin, W. Food values drive Chinese consumers' demand for meat and milk substitutes. *Agricultural and Applied Economics Association Annual Meetings*, Anaheim, California, July 31-August 2, 2022.
6. \*Ortega, D. L., **Sun, J.**, & Lin, W. (2022). Identity labels as an instrument to reduce meat demand and encourage consumption of plant based and cultured meat alternatives in China. *Agricultural and Applied Economics Association Annual Meetings*, Anaheim, California, July 31-August 2, 2022.

(\* presented by co-authors)

## SKILLS

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Software and Tools: STATA, R, Python, NLOGIT, Ngene, Qualtrics, LaTeX

Languages: English, Chinese

## REFERENCES

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**Dr. Vincenzina Caputo**  
Associate Professor  
Michigan State University

[vcaputo@msu.edu](mailto:vcaputo@msu.edu)

**Dr. David L. Ortega**  
Associate Professor  
Michigan State University

[dlortega@msu.edu](mailto:dlortega@msu.edu)

**Dr. Junjie Zhang**  
Associate Professor  
Duke University  
Duke Kunshan University  
[junjie.zhang@duke.edu](mailto:junjie.zhang@duke.edu)