

Jiayu Sun

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FIELDS OF INTEREST

Food and Agricultural Economics, Consumer Economics, Experimental Economics, Big Data and Machine Learning.

JOB MARKET PAPER

Sun, J., Caputo, V., & Taylor, H. Staggered Entry Effects in The Plant-Based Beef-Alternatives Market: Pitfalls of Average Effects and Solutions. [\[Link\]](#)

ACADEMIC APPOINTMENTS

Post-Doctoral Research Associate 2024
Department of Agricultural, Food, and Resource Economics, Michigan State University

EDUCATION

PhD	Agriculture Economics, Michigan State University	2020-2024
BA	Applied Economics, Renmin University of China	2016-2020
Exchange	Economics, Tübingen University	2018-2019

HONORS AND AWARDS

MSU-AFRE Outstanding Doctoral Dissertation of 2024 Award	2025
Dissertation Completion Fellowship (\$4,000)	2024
Travel Grant, Food Prices and Forecasting Post-conference Workshop (\$1,000)	2024
Glenn and Sandy Johnson Dissertation Enhancement Fellowship (\$2,790)	2023
AAEA Trust Fund (\$500)	2023
A. Allan Schmid Fellowship (\$1,300)	2022

RESEARCH

A. Publications in Peer-Reviewed Journals

1. Lin, L., Ortega, D.L., & Sun, J. (2025). The effectiveness of misinformation corrective strategies and implications for consumers' food preferences and policy attitudes. *Applied Economic Perspectives and Policy* 1-24. [\[Link\]](#).

2. **Sun, J.**, Caputo, V., & Taylor, H. (2024). Using machine-learning methods in meta-analyses: An empirical application on consumer acceptance of meat alternatives. *Applied Economic Perspectives and Policy*, 2024, 1-27. [[Link](#)].
3. Caputo, V., **Sun, J.**, Staples, A. J., & Taylor, H. (2024). Market outlook for meat alternatives: Challenges, opportunities, and new developments. *Trends in Food Science & Technology*, 104474. [[Link](#)].
4. **Sun, J.**, Ortega, D. L., & Lin, W. (2023). Food values drive Chinese consumers' demand for meat and milk substitutes. *Appetite*, 181, 106392. [[Link](#)].
5. 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](#)].
6. **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](#)].
7. 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](#)].

B. Papers in Progress

1. **Sun, J.**, Caputo V., & Van Loo, E. Title: Meal Clicks: Understanding Consumer Demand for Online Food Delivery and the Effects of a Calorie-Dense Food Tax.
2. **Sun, J.**, Caputo, V., Staple, A., & Vassilopoulos, A. When Wine Walked into Grocery Stores: The (Un)intended Consequences of Wine Sale Reform in Tennessee.
3. **Sun, J.**, & Caputo, V. Food Safety Campaigns in a Bangladesh Supermarket Chain.
4. **Sun, J.**, Caputo, V., Taylor, H. What Explains the Recent Slowing Growth of the Plant-Based Meat Alternatives Market?
5. **Sun, J.**, Sariman, S. B., and Caputo, V. The impact of the Dietary Guidelines for Americans (DGA) across the supply chain.
6. Caputo V., **Sun, J.**, & Van Loo, E. Food Environments for Digital Food Away Home Food Consumption.
7. Caputo V., **Sun, J.**, Palma, M., & Lusk, J. Introducing the hypothetical consequential choice technique to mitigate the hypothetical bias in discrete choice experiment.

8. Caputo, V. & **Sun, J.** Exploring new market opportunities for agricultural and food industry operators: The case of high-oleic enriched animal products.

C. Outreach Activities/Industry Reports

1. **Sun, J.**, Caputo V., & Van Loo, E. The Meal Click Survey: A scientific report on consumer preferences for food away for home. [[Link](#)]
2. Caputo, V., **Sun, J.**, Staple, A., & Vassilopoulos, A. (2024). Assessing the impact of wine sales reform: A case study of Tennessee. *FMI report*. [[Link](#)]
3. Caputo, V., **Sun, J.** The Potential of High-Oleic Soybeans in Animal Feed and Consumer Products. MSU Department of Agricultural, Food, and Resource Economics (AFRE) 75 Year Celebration.

D. Presentations at National and International Conferences

(* presented by co-authors)

1. **Sun, J.**, Caputo, V., & Taylor, H. Estimating new brand entry effects in plant-based beef alternatives markets: a comparative study of (extended) two-way fixed effects and rolling approach. Agricultural and Applied Economics Association Annual Meetings, New Orleans, LA, July 20-July 30, 2024.
2. **Sun, J.**, & *Caputo, V. Utilizing Web Scraping to Understand the New Food Environments of Food Away from Home. Agricultural and Applied Economics Association Annual Meetings, New Orleans, LA, July 20-July 30, 2024.
3. *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.
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. Agricultural and Applied Economics Association Annual Meetings, Washington, D.C., July 23-July 25, 2023.
5. *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.

6. **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.
7. **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.
8. *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.

E. Grant Related Activities and Contributions

1. US. Department of Agriculture - National Institute of Food and Agriculture – Agriculture and Food Research Initiative Program. Title: Partnership: Digital Food Baskets: Evaluating Online Food Environments, Consumer Choices and Integrated Industry-Policy Interventions. Team: Vincenzina Caputo (Principal Investigator, Michigan State University), David Just (Co-Principal Investigator, Cornell University), Ellen Van Loo (Co-Principal Investigator, Wageningen University). Submitted October 3rd, 2024. **Role: Collaborator.**
2. M-AAA, Michigan Alliance for Animal Agriculture. Title: Assessing Pork Industry Practices and Consumer Perceptions to Strengthen Michigan's Swine Industry Image. Team: Jaime Luke (Principal Investigator, Michigan State University) and Vincenzina Caputo (Co-Principal Investigator, Michigan State University). Timeline: 6/1/2025 – 5/31/2027. Submitted January 24th, 2025. **Role: Grant Proposal Writing Assistant.**
3. US. Department of Agriculture - National Institute of Food and Agriculture – Agriculture and Food Research Initiative Program. Title: Partnership: Meal Clicks: Tracking consumer preferences and demand for food consumed away from home ordered online. Team: Vincenzina Caputo (Principal Investigator, Michigan State University), Ellen Van Loo (Co-Principal Investigator, Wageningen University). Funding Received: \$799,974. **Role: Grant Proposal Writing Assistant.**
4. M-AAA, Michigan Alliance for Animal Agriculture. Title: A Comprehensive Economic Assessment of the Market Potential for High-Oleic Soybean Feed in Michigan's Dairy Cattle Market. Team: Vincenzina Caputo (Principal Investigator, Michigan State University) and Adam Lock (Co-Principal Investigator, Michigan State University). Timeline: 6/1/2023 – 5/31/2025. Funding Received: \$148,827.90. **Role: Grant Proposal Writing Assistant.**

TEACHING

- Experimental Methods in Agriculture, Food, & Resource Economics (AFRE 891), Graduate, Spring 2023, Fall 2023, and Fall 2024. Instructor: Dr. Vincenzina Caputo. **Role: Co-Lecturer.**
- Food Marketing Research and Analytics (AFRE 340), Undergraduate, Fall 2022 and Fall 2023. Instructor: Dr. Vincenzina Caputo. **Role: Guest-Lecturer.**
- International Workshop on Survey Design and Experimental Methods in Applied and Agricultural Economics, Summer 2024. Directors: Drs. Vincenzina Caputo and Carola Grebitus. **Role: Tutor.**

LEADERSHIP IN PROFESSIONAL ASSOCIATIONS

- **Organizer**, Track Session, “*Leveraging Digital Advancements and Big Data in Food Marketing and Policy.*” 2025 Agricultural and Applied Economics Association & Western Agricultural Economics Association Joint Annual Meeting, Accepted.
- **Organizer**, Invited Session, “Leveraging multiple-data sources and methods to better inform food policies and market strategies.” *Agricultural and Applied Economics Association Annual Meetings*, New Orleans, LA, July 28-July 30, 2024.
- **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.
- **Invite Panelist**, Laying the Foundation for Strong Working Relationships with Faculty Mentors, Graduate Student Orientation, Department of Agricultural, Food, Resources, and Economics, Michigan State University, 2023 Fall.

PEER REVIEW ACTIVITIES

European Review of Agricultural Economics; Agribusiness; Energy Economics; Appetite; Scientific Report; Journal of Environmental Management; Agricultural and Applied Economics Association (AAEA) 2023, 2024, 2025.

PROFESSIONAL DEVELOPMENT

- Teaching Academy Workshop by Drs. Na Zuo, Jason Bergtold, and Hannah E. Shear. New Orleans, LA, 2024.
- International Workshop on Survey Design and Experimental Methods in Applied and Agricultural Economics. Arizona State University, 2023.

- Using Scanner Data for Food Economics Research by USDA ERS, Anaheim, California, 2022.

PROFESSIONAL SKILLS

- **Software and Tools:** STATA, R, Python, SAS, NLOGIT, Ngene, Qualtrics, LaTeX
- **Languages:** English, Chinese