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ACADEMIC APPOINTMENT **Assistant Professor** Aug, 2023 – Current
School of Agriculture, Tennessee Tech University, Cookeville, TN

EXTERNAL AFFILIATION **Research Associate** Nov, 2021 – Current
Center for Food Demand Analysis and Sustainability. Dept. of Agricultural Economics, Purdue University, West Lafayette, IN

EDUCATION **Ph.D., Agricultural Economics** August, 2020
Purdue University, West Lafayette, IN, USA
- Dissertation: Spatial Differentiation and Market Power in Input Procurement: Evidence from a Structural Model of the Corn Market
- Major Advisor: Dr. Juan P. Sesmero

M.Sc., Agricultural Economics May, 2014
Purdue University, West Lafayette, IN, USA
- Thesis: Economic and Policy Analysis for Solar PV Systems in Indiana
- Major Advisor: Dr. Wallace E. Tyner

B.Sc., Metallurgical Engineering February, 2010
Yonsei University, Seoul, Republic of Korea, South

WORKING EXPERIENCES **Research Associate** Nov, 2021 - Current
Dept. of Agricultural Economics, Purdue University, West Lafayette, IN
Center for Food Demand Analysis and Sustainability. Dept. of Agricultural Economics, Purdue University, West Lafayette, IN

Research Fellow Aug, 2020 – Oct, 2021
Dept. of Agrifood Systems Research, Korea Rural Economic Institute, Naju, Republic of Korea, South

Research Assistant 2014 – 2020
Dept. of Agricultural Economics, Purdue University, West Lafayette, IN

Teaching Assistant Spring, 2019
AGEC 429: Agribusiness Marketing
Dept. of Agricultural Economics, Purdue University, West Lafayette, IN

Military Service (Private – Sergeant) 2006 – 2008
The United States Forces Korea (USFK), 2nd Infantry Division, Camp Hovey, Dongducheon, Republic of Korea, South
- KATUSA (Korean Augmentation To the United States Army) soldier, See <https://8tharmy.korea.army.mil/site/about/katusa-soldier-program.asp>
https://www.army.mil/article/161692/katusas_take_final_steps_of_military_service

FIELDS OF CONCENTRATION **Ph.D.**, Agricultural Business, Industrial Organization, Structural Estimation
M.Sc., Energy, Resource, and Environmental Economics

CURRENT RESEARCH INTEREST Market Structure in Agricultural and Food Markets
Market Structure along Food Supply Chains
Pricing Strategy in Online Grocery Markets
Consumer Behavior
Food Safety
Big Data Analytics: Web-Scraping, Social Media Analytics
Forecasting with Machine Learning

TEACHING Economics of Agriculture. Undergraduate (Sophomore.) Fall 2023, Spring 2024
Agribusiness Marketing. Undergraduate (Junior). Fall 2023.
Agricultural Business Management. Undergraduate (Junior). Fall 2023.

PUBLICATIONS **Jung, J.**, Widmar, N. O., and Lusk, J. 2024. Societal Implications of Personalized Pricing in Online Grocery Shopping. *Food Ethics*. In Press.

Bir, C., **Jung, J.**, Tao, T., Widmar, N. O. 2023. Online Grocery Shopping Practices and Intentions Shaped by Pandemic-Era Experiences. *Journal of Food Distribution Research*. 54(3), 1-29.

Ellman, B., Bir, C., **Jung, J.**, Widmar, N. O., Foster, K. 2023. # Buzz: Exploring Public Interest in Pollinators, Bees, and Honey Using Online Media Data. *Telematics and Informatics*. 102000

Jung, J. Widmar, N. O., Ellison, B. 2023. The Curious Case of Baby Formula in the United States in 2022: Cries for Urgent Action Months after Silence in the Midst of Alarm Bells. *Food Ethics*. 8(1), 4.

Jung, J., Tao, J., Widmar, N. O. 2022. Quantifying “Local Food” Online and Social Media in the United States for 2018 – 2021. *Agriculture and Food Security*. 11(1), 1-13.

Jung, J., Widmar, N. O., Subramani, S., Feng, Y. 2022. Online media attention devoted to flour and flour-related food safety in 2017-2020. *Journal of Food Protection*. 85(1), 73-84.

Widmar, N. O., Rash, K., Bir, C., and **Jung, J.** 2022. The anatomy of natural disasters on online media: hurricanes and wildfires. *Natural Hazard*. 110, 961-998.

Jung, J., Sesmero, J. P., Siebert, R. 2021. "Spatial Differentiation and Market Power in Input Procurement: Evidence from a Structural Model of the Corn Market". *American Journal of Agricultural Economics*. 104(2), 613-644.

Jung, J., Bir, C., Widmar, N. O., Sayal, P. 2021. "Initial reports of foodborne illness drive more public attention than food recall announcements". *Journal of Food Protection*. 84(7), 1150-1159.

Jung, J., Sesmero, J. P. Siebert, R. 2020. "Spatial Differentiation and Market Power in Input Procurement: Evidence from a Structural Model of the Corn Market". *CEISifo Working Papers*, No. 8088.

Sesmero, J. P., **Jung, J.**, and Tyner, W. E., 2016, "Cost-effectiveness of policies supporting solar panels in Indiana". *Energy Policy*. 93, 80-95.

Jung, J. and Tyner, W. E., 2015, "Economic and Policy Evaluation of Solar Energy for Indiana Business and Residential Applications". *Purdue Extension Publication RE-9-W*.

Jung, J. and Tyner, W. E., 2014, "Economics and policy analysis for solar PV systems in Indiana". *Energy Policy*. 74, 123-133.

SUBMITTED PAPERS

Jung, J., Sesmero, J. P. and Siebert, R. "Using Pre- and Post-Entry Data to Identify the Effect of Ethanol Expansion on the Spatial Pattern of Corn Prices: A Study in Indiana". Submitted to *American Journal of Agricultural Economics*.

Kim, Y., **Jung, J.**, Yu, K., Kim, S., and Widmar, N. O. "Delivery Applications Drive Restaurant Business More Competitive with Price Convergence: A Case of South Korea with Web Scraping and Network Analysis". Revised and Resubmitted to *International Food and Agribusiness Management Review (IFAMR)*

Jung, J., Quagraine, K., and Widmar, N. O. "Quantifying Online and Social Media Information About Seafood in the United States". Submitted to *Journal of World Aquaculture Society*.

Jung, J., Barrett, L., Widmar, N. O., Ortez, M. “Public Perceptions of Universities as Public Entities during the COVID-19 Pandemic Era”. Submitted to *Higher Education Quarterly*.

**WORKING
PAPERS**

Jung, J., Sesmero, J. P. and Siebert, R. “The Effect of Spatial Market Structure and Competition Among Ethanol Plants on the Spatial Pattern of Corn Prices: A Study in Indiana”. Target Journal: *American Journal of Agricultural Economics*.

Jung, J., Lusk, J., and Balagtas, J. “Food prices and its dispersion using Web Scraped Data.” Target Journal: *Review of Economics and Statistics*.

Jung, J., Kim, Y., Lusk, J., Seibert, R., and Widmar, N. “Spatial Pricing Differentiation of Fast-Food Restaurant; A Study with Web-Scraped Data from Delivery Service Platform.” Target Journal:

Jung, J., Kim, Y., Widmar, N. O., Lusk, J. “Three on Delivery Fee and Four on Menu Price. Pricing Strategy of Restaurant Business with Delivery Application”. Target Journal: *Agribusiness*

Jung, J., Kim, Y., Kim, S. Widmar, N. O., and Lusk, J. “Sales-Weighted Online Agricultural Commodity Price Index: Using Sales and Price Data web-scraped from Online Grocery Stores in South Korea”. Target Journal: *Applied Economic Perspectives and Policy*

Jo, J., Lusk, J., Adjemian, M., and **Jung, J.** “Food Price Forecasting with Volumes and Sentiment of Social Media: An Approach of Bayesian Structural Time Series with Machine Learning”. Target Journal: *International Journal of Forecasting*

Jung, J., Kim, Y., Kim, S., Yu, K., Suh, T. “Estimating the Degree of Market Power in the Fruits and Vegetable Wholesale Market in Korea”. Target Journal: *Agricultural and Resource Economics Review*

Jung, J., Sesmero, J. P., Siebert, R. “The Dynamic Response of Local Corn Prices to Ethanol Plant Entry: Implications for Short- and Long-run Corn Supply Elasticities”. Target Journal: *Applied Economic Perspectives and Policy*

**WORK IN
PROGRESS**

“Price Dispersion, Chain and Regional Heterogeneity, and Search in Online Grocery Markets in the US”

“Breadth and Depth of Promotional Strategies of Online Grocery Retailers in the US”

“Spatial Market Structure of Restaurant Business with Delivery Application: A Case from the US based on Web-Scrapped Data”

“Free-Range or Conventional Eggs? Consumers’ Switching Behavior between Free-Range and Conventional eggs using Web-Scrapped Data from Korean Online Grocery Stores on Price and Sales.”

“Nowcasting Food Prices with a Massive Amount of Online Grocery Price and Sales Data”

“Are Customers Really More Elastic in Online Grocery Stores? Estimation of Price Elasticity of Demand in Online Grocery with Web-Scrapped Data”

“Price Dispersion between Offline and Online Grocery Stores of the Grocery Retailers: A Case Study using Web-Scrapped Data”.

**INVITED
CONFERENCE
PRESENTATION**

The 2023 AAEA Annual Conference, Washington D.C. July, 2023. “Using Pre- and Post-Entry Data to Identify the Effect of Ethanol Expansion on the Spatial Pattern of Corn Prices: A Study in Indiana.”

The 2020 Allied Social Sciences Association (ASSA) Annual Meeting, San Diego, CA, Jan, 2020. AAEA Invited Paper Sessions. “Market Power and Spatial Price Discrimination in Agricultural Procurement Markets: Evidence from the Corn Ethanol Industry in Indiana.”

**CONFERENCE
PRESENTATIONS**

AAEA Annual Conference, Washington D.C. July, 2023. “Spatial Differentiation in Pricing Strategy of Restaurant Business: An Explorative Study with Network Analysis based on Web-Scrapped Data from a Delivery Application.”

AAEA Annual Conference, Washington D.C. July, 2023. “Predicting Food Prices Using Data from Consumer Surveys and Consumer Behaviors in Online Spaces.”

AAEA Annual Conference, Anaheim, CA. August, 2022. “Sales-Weighted Online Agricultural Commodity Price Index: Using Sales and Price Data web-scraped from Online Grocery Stores in South Korea.”

30th International Food and Agribusiness Management Association (IFAMA) 2020 conference, Rotterdam, Netherlands, Jun 2020. "Market Power and Spatial Price Discrimination in Agricultural Procurement Markets: Evidence from the Corn Market in Indiana" (*Accepted but Conference Cancelled due to COVID19*)

30th International Food and Agribusiness Management Association (IFAMA) 2020 conference, Rotterdam, Netherlands, Jun 2020. "Using Pre- and Post- Entry

Data to Identify the Effect of Ethanol Expansion on the Spatial Pattern of Corn Prices: A Study in Indiana" (*Accepted but Conference Cancelled due to COVID19*)

The 18th International Industrial Organization Conference, May 2020. "Market Power and Spatial Price Discrimination in Agricultural Procurement Markets: Evidence from the Corn Market in Indiana" (*Accepted but Conference Cancelled due to COVID19*)

AAEA Annual Conference, Atlanta, GA. July, 2019. "Market Power and Spatial Price Discrimination in Agricultural Procurement Markets: Evidence from the Corn Ethanol Industry in Indiana."

AAEA Annual Conference, Atlanta, GA. July, 2019. "Using Pre- and Post-Entry Data to Identify the Effect of Ethanol Expansion on the Spatial Pattern of Corn Prices: A Study in Indiana."

WERA-72 (Western Education and Research Activities Committee on Agribusiness) Annual Meeting, Fargo, North Dakota. June, 2019. "Market Power and Spatial Price Discrimination in Agricultural Procurement Markets: Evidence from the Corn Ethanol Industry in Indiana."

The Heartland Workshop on Environmental and Resource Economics, Urbana-Champaign, IL. September, 2018. "Market Power and Spatial Price Discrimination in Agricultural Procurement Markets: Evidence from the Corn Ethanol Industry in Indiana."

AAEA Annual Conference, Chicago, IL. August, 2017. "Market power in feedstock procurement and economic effects of corn ethanol."

AAEA Annual Conference, San Francisco, CA. July, 2015. "Cost-effectiveness of policies supporting solar panels in Indiana."

AAEA Annual Conference, San Francisco, CA. July, 2015. "Economic and Policy Evaluation of Solar Energy for Indiana Business and Residential Applications."

**EXTENSION
SERIVCE**

Dashboard, Center for Food Demand Analysis and Sustainability. Purdue University. "Egg Prices". September 27, 2023.

Dashboard, Center for Food Demand Analysis and Sustainability. Purdue University. "The Cost of a Cheeseburger". October 13, 2022.

Infographic. Center for Food Demand Analysis and Sustainability. Purdue University. "Cost of a Burger Stacks Up in Every State". September, 2022.

Dashboard, Center for Food Demand Analysis and Sustainability. Purdue University. "#Meat". July 25, 2022.

Consumer Corner Letter, Center for Food and Agricultural Business, Purdue University. Jan 25, 2021. “Did You Know that Flour is Raw?”

Consumer Corner Article, Center for Food and Agricultural Business, Purdue University. Feb 1, 2021. “#Agribusiness: Documenting Potential for Online Media Analytics in Top Seed Industry Agribusinesses”

Consumer Corner Letter, Center for Food and Agricultural Business, Purdue University. Jan 25, 2021. “Online Media Analytics in Agribusiness (or Lack Thereof).”

Seminar Speech at Inner Mongolia Agricultural University, Hohhot, Inner Mongolia, China. November, 2018. “Market Power and Spatial Price Discrimination in Agricultural Procurement Markets: Evidence from the Corn Procurement Market in Indiana.”

Purdue Extension Workshop of Solar Energy Applications for Agriculture, Shipshewana, IN. March, 2016. “Economic and Policy Evaluation of Solar Energy for Indiana Business and Residential Applications”

Advisory Council Meeting, Center for Commercial Agriculture, West Lafayette, IN. January, 2016. “Economic and Policy Evaluation of Solar Energy for Indiana Business and Residential Applications”

Purdue Extension Workshop of Solar Applications for Agriculture, Huntingburg, IN. June, 2015. “Economic and Policy Evaluation of Solar Energy for Indiana Business and Residential Applications”

**STUDENT
SUPERVISION**

Maria Berikou, MS. 08/2023, Committee Member

REVIEW SERVICE Peer-Reviewed Journal

- Agribusiness (1)
- Agricultural Economics (1)
- American Journal of Agricultural Economics (1)
- Canadian Journal of Agricultural Economics (1)
- Energy Policy (1)
- Journal of Cleaner Production (1)
- Renewables: Wind, Water, and Solar (2)
- Spatial Economic Analysis (2)
- Utility Policy (1)

Conference Abstract

- Agricultural and Applied Economics Association in 2020 (Subject: Agribusiness Economics & Management, Industrial Organization)
- Agricultural and Applied Economics Association in 2018 (Subject: Environmental and Non-market Valuation)

AWARDS and HONORS

Scholarship, LG Display (LG Phillips LCD), Seoul, Republic of Korea 2005

OTHER INFORMATION

Language: English (Fluent), Korean (Native), Japanese (Intermediate), Spanish (Beginner)
 Software Skills: C++, GAMS, ArcGIS, R, STATA, MATLAB, Python

REFERENCES

Dr. Juan P. Sesmero
 Professor
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 Purdue University
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Dr. Nicole J. O. Widmar
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 Dep. of Agricultural Economics
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Dr. Jayson L. Lusk
 Vice President and Dean
 Division of Agricultural Sciences &
 Natural Resources
 Oklahoma State University
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Dr. Ralph Siebert
 Professor
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 Krannert School of Management
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